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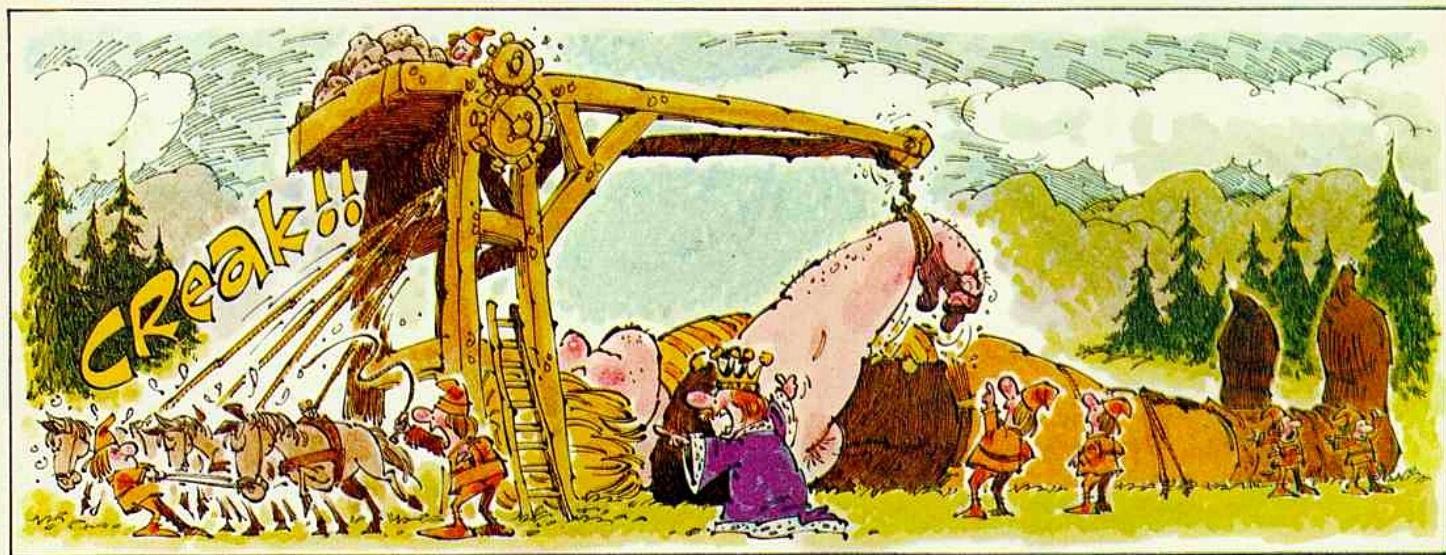
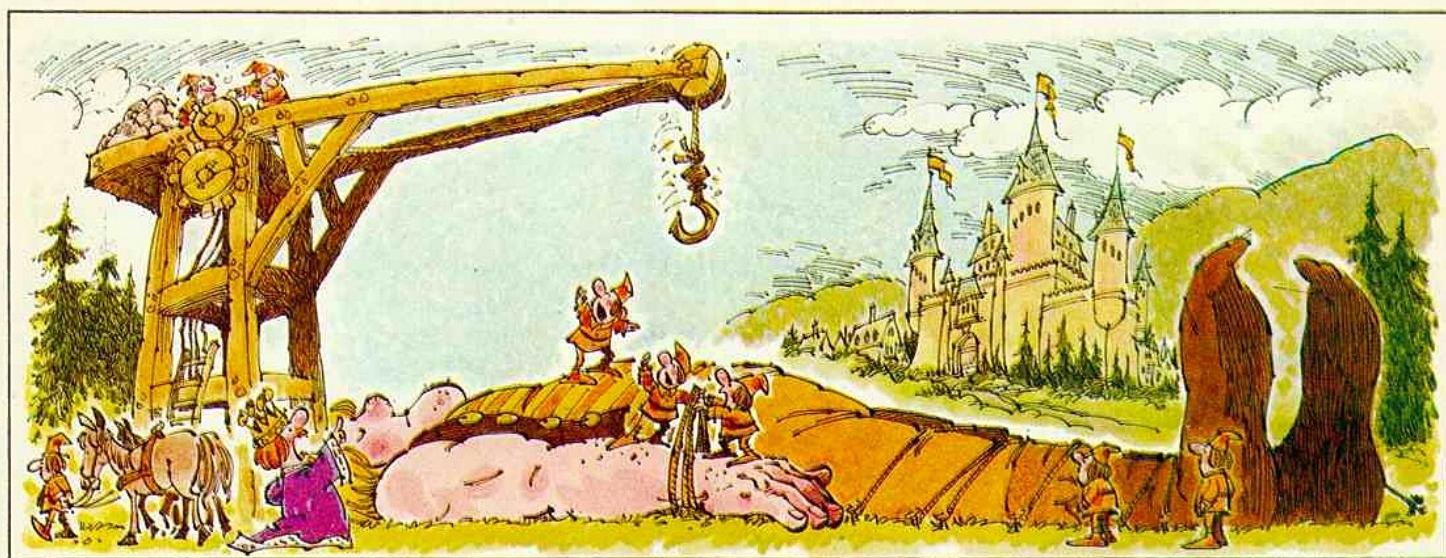
# MAD<sup>IND</sup>

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IN THIS ISSUE  
WE BLAST  
"DEATH  
WISH"

# Gulliver's Travails



# MAD

"The women who go around wearing padded bras, false eyelashes and phony wigs are usually the ones who complain, 'There aren't any real men left!'"

Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,  
DAVID FRAZIER *subscriptions*

#### CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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**MAD**—April 1975, Volume 1, No. 174. Published monthly except February, May, August and November, by E. C. Publications, Inc., 485 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues \$10.00; Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1975 by E. C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

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DEATH  
WISHERS  
(MOVIE  
SATIRE)  
Pg. 4



MORE  
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FAIRY  
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LIFE SCENES  
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SATIRE)  
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# WHY KILL YOURSELF?



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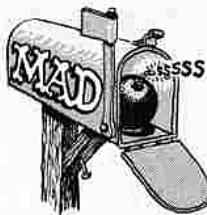
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## LIMITED OFFER!

Yep, this offer of full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid . . . suitable for framing or training puppies . . . is LIMITED! Mainly to suckers dumb enough to want to BUY one or more! So if you qualify, hurry! Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 and \$6.35 for 81 to: MAD 485 MADISON Avenue, N.Y., N.Y. 10022



## LETTERS DEPT.



### THE GREAT GASBAG

Regarding Stan Hart's "The Great Gasbag," I stared at it for an hour without talking! It was a bad enough mismatch on the screen; Mia and Robert! What a relief to move on to the *real people* in "Alfred's Poor Almanac"!

Roberta Kahn  
Brooklyn Heights, N.Y.

It took me three Alka-Seltzers to get "The Great GASbag" out of my system!

Andy Hanas  
Baltimore, Md.

### MAD SOLUTIONS TO DOGGIE-DO PROBLEMS

Al Jaffee's "MAD Solutions To Big City Doggie-Do Problems" is an exquisitely appropriate ridicule of the thoughtlessness of too many dog owners.

Bennett Bade  
Denver, Colo.

It was dog gone funny!

Sheldon Boren  
Fallbrook, Calif.

When my dog saw Mr. Jaffee's anti-do device, the Snap-On Tail Bag, he couldn't contain himself!

Brad Seibel  
Washington, Pa.

I thought that one was a *real* stinker!

Chris Rozek  
Glendale, Wis.

Jaffee wouldn't have such great bodily control, either, if he wore a dog collar and leash!

Greg Hamilton  
Omaha, Nebr.

### NO SANTA THIS YEAR, VIRGINIA!

That's the spirit! Obligatory gift-giving is a seasonal downer; like being whipped with a candy cane by Marley's ghost. Cheers to Rickard and the "Claus That Refreshes." A high cost of living "blessing"!

Shirl Probert  
San Marino, Calif.

As a Business student at my state college, I was thoroughly disgusted at your "vile" attempt to take "commercialization" out of Christmas.

Paul Hooson  
Portland, Oregon

### DON MARTIN'S NATURAL HISTORY

I agree with the Director filming "Don Martin's Natural History Movie: The Great Golden Eagle"! A *real* bird is needed for the part. However, don't replace the field mouse. He showed a lot of acting savvy and camera presence!

Merete Stensig  
Copenhagen, Denmark

I had my secretary make copies of it which I mailed anonymously to all of my neighbors and their dogged "sausage" generators!

Eli Barnett  
Marblehead, Mass.

Jaffee is great at *that* stuff!

Kirby Beranek  
Dunedin, Fla.

Jaffee's inventive word which denotes stepping into dog-do is a shoe-in! If the "glitch" fits, wear it.

Timmy Marek  
Bethany, Okla.

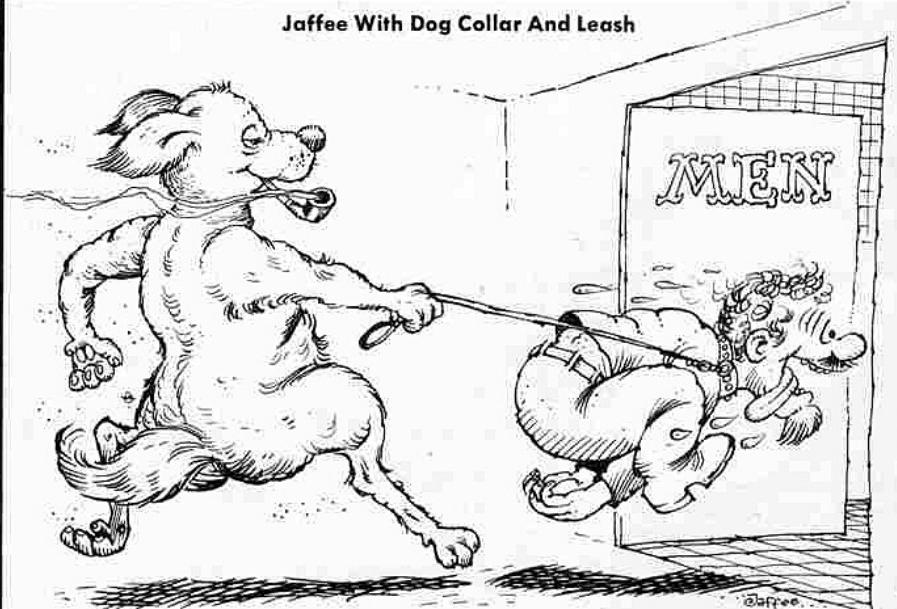
Eecch! That disgusting article gave me the seven year "glitch"!

Barry McCollum  
Alton, Ill.

Your "glitch" article was long over "do"!

Steve Holland  
Roanoke, Va.

### Jaffee With Dog Collar And Leash



#### ALFRED'S CHRISTMAS TREE

Thanks for the timely inflatable Christmas tree concept as detailed by Norman Mingo on your #172 cover. I went into production immediately and I've sold thousands as of December 1st. My fifteen years of perusing MAD finally paid off!

Hames Ware  
Overnight Success, Ltd.  
Pine Bluff, Ark.

#### THE LIGHTER SIDE OF STAYING YOUNG

Dave Berg's "The Lighter Side Of Staying Young" gave me permanent laugh wrinkles.

Phillip Kopp  
Seattle, Wash.

#### SO WHY NOT PARDON HITLER?

I am nutty enough to enjoy much of the MADness in your publication. BUT...the back cover which equates the responsibility for covering up a bungled burglary of a hotel room with responsibility for the deaths of fifteen million human beings (give or take a few million) is really a scream. How old is the idea man for this great gag?

James H. Noble, M.D.  
Lynwood, Calif.

#### So why not... PARDON MAD!

Richard Blitz  
Fair Lawn, N.J.

#### A DOWNER IS...

"A Downer Is..." talking your mother into allowing you to buy "Playboy," but when you get to the newsstand all that's left is MAD.

Dave Davis  
Asheboro, N.C.

#### BLUFF THAT MUGGER!

Why couldn't you clowns have run "Bluff That Mugger!" last issue, before I lost my pride and my pocketbook...!?

Mildred Farnsworth  
Rochester, N.Y.

I did "Bluff That Mugger!" simply by showing him my copy of MAD.

Mary Allen  
Aptos, Calif.

#### THE SIX MILLION DOLLARS, MAN!

Lou Silverstone and Angelo Torres and inflation increased the value to a "Six Billion Dollar Man."

Todd Margarini  
Renton, Wash.

I'd give Torres and Silverstone a hand for their Bionic triumph but where can I get a replacement...?

Marcus Alvarado  
N. Highlands, Calif.

Talking about "The Ten Million Ruble Woman," what do they get for a copy of MAD in Russia...?

Bud Blake  
Rumson, N.J.

About ten years!—Ed.

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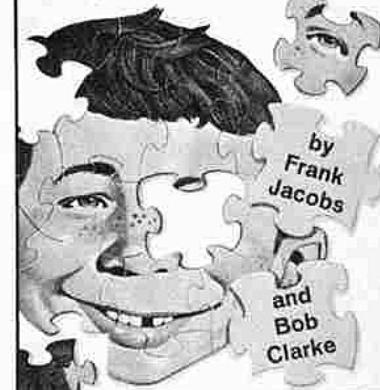
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- MAD in Orbit
- The Voodoo MAD
- Greasy MAD Stuff
- Three Ring MAD
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- The MAD Sampler
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- DAVE BERG Our Sick World

- DAVE BERG Looks at Living
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-VERTISING
- A MAD Look at TV
- AL JAFFEE's Snappy Answers
- AL JAFFEE's MAD Book of Magic
- More AL JAFFEE Snappy Answers
- AL JAFFEE's MAD Monstrosities
- Aragones's "Viva MAD!"
- Aragones's MAD about MAD
- Aragones's MAD-ly Yours
- Aragones's in MAD We Trust
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD's Talking Stamps
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- MAD Cradle to Grave Primer

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Hey! Cool it, Man!  
I'm an Undercover Policeman!

Gi'me all your money, anyway! I'm an Undercover Mugger!!

I'll let you have a \$300 watch for \$100!

Okay! Let's see it!  
See it? You're wearing it!!

I thought you said—gasp—my money—or my WIFE!!

I was getting into my car when someone knocked me out and took my money!

Well, I sure hope he left you at least \$15.00!

At least \$15.00?! What for . . . ?

So you can pay your fine for Overtime Parking!



#### MUGGER-BUGGER DEPT.

Because this is what it's like living in a Big City these days, audiences everywhere are whistling and cheering as they watch a current movie in which a private citizen becomes a vigilante. In fact, sick as it sounds, law-abiding citizens are actually becoming savage—

# DEAT

Every time I look at you, Pall, I get more and more amazed!

Because you're fifty years old and every day, your hairline advances!!

How come?

Yeah, I still got my looks!

Now, now, don't be upset, dear! Looks aren't everything!

What do you say we make love right here?

No, I'd rather go back to the hotel where we can pull down the shades and turn off the lights!

You're afraid someone might see us . . . ?

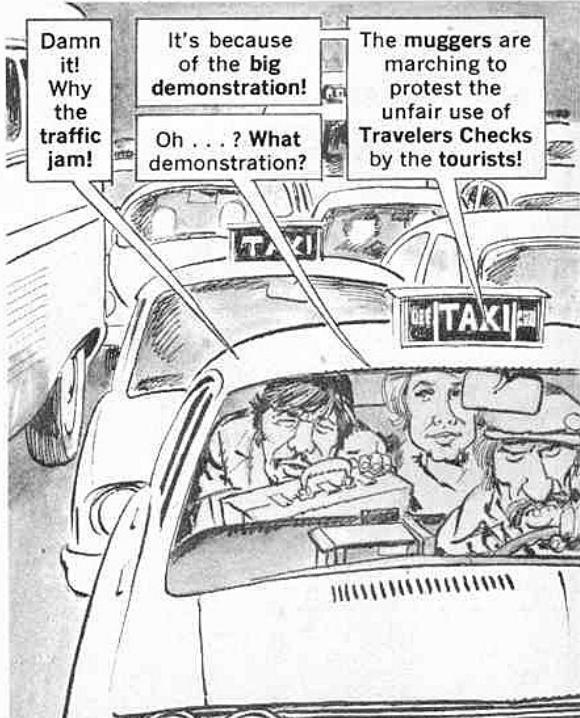
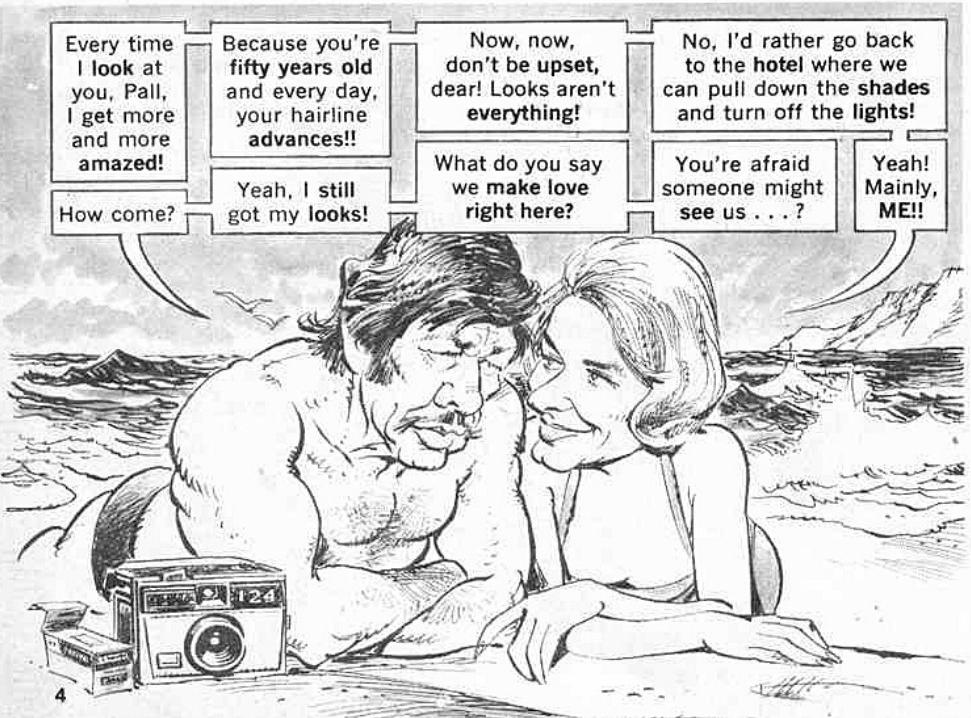
Yeah! Mainly, ME!!

Damn it! Why the traffic jam!

It's because of the big demonstration!

Oh . . . ? What demonstration?

The muggers are marching to protest the unfair use of Travelers Checks by the tourists!



Here's a quarter!  
Go get a cup of coffee!

That's very kind  
of you, but I don't  
need a quarter! I  
have money ON me!

That's all  
I wanted  
to know!  
Stick  
'em up!!

That's very  
wise! In New  
York City, you  
NEED a big dog  
for protection!

What protection?  
Hand over all  
your money, or  
he'll chew your  
nose off!

Hey!  
They're  
stealing  
our  
car!!

Listen,  
don't  
get  
involved!

What  
am I  
supposed  
to do?

Think  
of all  
the gas  
we're  
saving!

EAT  
HERE

BAR



# H WISHERS

ARTIST: MORT DRUCKER

WRITER: STAN HART

While you were away, New York has gotten even worse! You know how many rapes and muggings are committed every day?

Stop exaggerating! Whenever people live in poverty and squalor, these things happen! By the way, what's our next project?

We're building a SLUM on Tenth Avenue!

I can't wait!!

Will you have that delivered, please?

Why, of course!

Man, that's absolutely fantastic!

What? That you spotted her address?

No, that she found a Supermarket in New York City that delivers!

Y' think there's a chance that someone will recognize us?

Nah! Who'd notice a six-foot seven-inch bald-headed nineteen-year-old?



Hello, Dad! This is your Son-In-Law, Seymour! I've got some good news and some bad news . . . !

Okay, what is it . . . ?

Well, first the good news! The temperature today will be in the mid-seventies, with no chance of showers!

And the bad news . . . ?

Mom and Selma got beaten up and raped, and they're in the hospital!

Oh, my God, Dad! This is absolutely terrible! It's simply horrible! It's . . . it's just awful! I mean, my God, what a shocking thing! Isn't it shocking?

Yep . . . !  
I can't believe it! Why them?!!

Dunno . . . !  
Hey, Dad! Why aren't you showing any emotion?

You're showing enough for both of us!



Mr. Krazy, I've got some good news . . . and some bad news for you! First the bad news! Your Wife died!

And the good news . . . ?

Her condition won't get worse!

Do you have any leads on the punks who killed my Wife and attacked my Daughter?

The only information we have is that one of them was a six-foot-seven-inch bald-headed teenager who lives on the upper West Side! It's not much to go on!

Aren't you gonna DO anything!

Please, Mr. Krazy! You have to understand! If we tried to track down EVERY killer, we wouldn't have time to bust up crap games, or pot parties, or illegal stickball games!!



Hey! Get away from that car!

Why? It belongs to me!

Then why are you breaking INTO it?!

Just to keep in practice!!

The best way to defend yourself is to get \$20 worth of quarters . . . and put them in your sock!

Gee . . . doesn't that make it kinda tough to WALK???

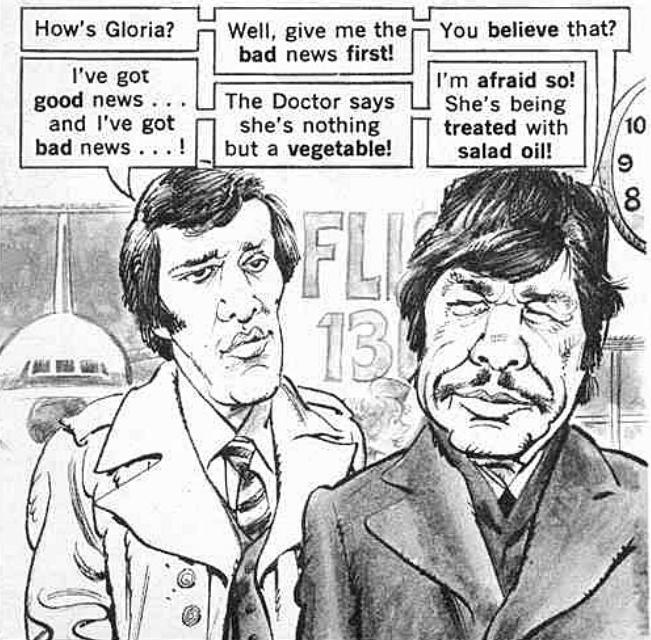
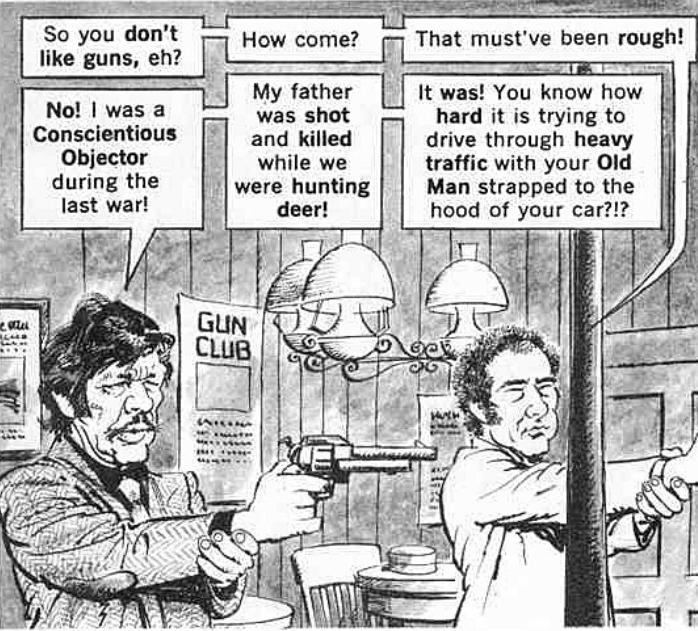
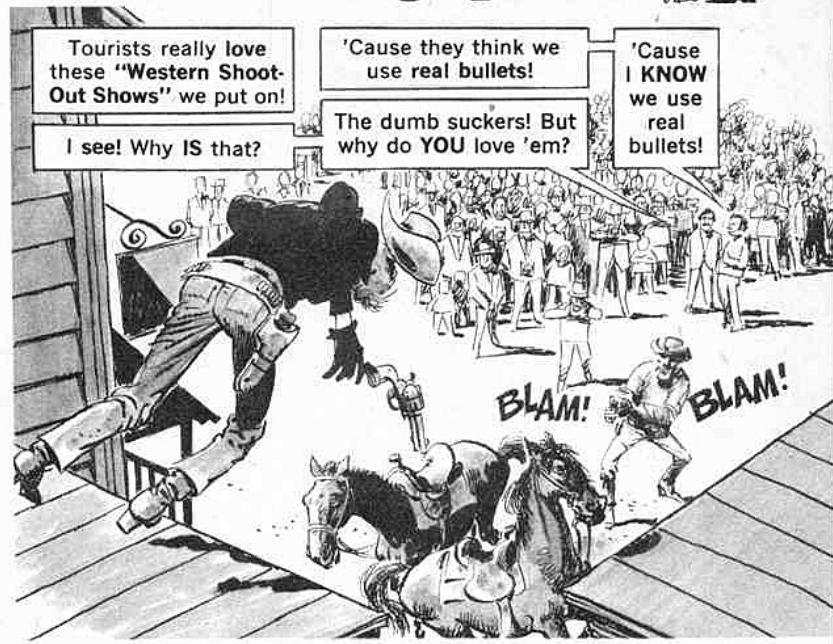
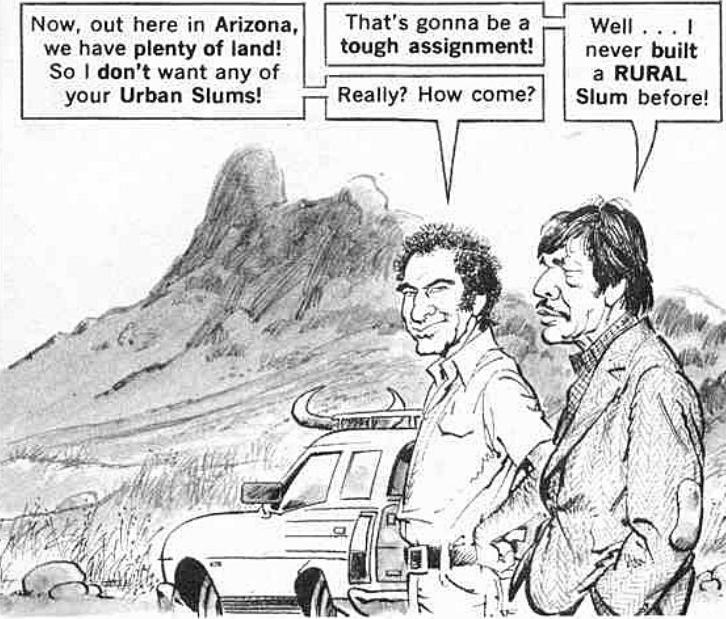
No, dummy! You keep the sock in your pocket, and when someone attacks you . . . wham! You hit 'im with the money!

What happened? Didn't you follow my advice?

Well . . . almost!  
What do you mean—almost?!

You know how afraid I am to carry money in New York! So I put a \$20 Travelers Check in my sock instead! Hitting a mugger with THAT don't DO much!





Well, here I am . . .  
in a park at night,  
trying to attract  
a mugger! I know  
... I'll SING!!

I'm in the money!  
I'm in the money—

Okay, Mother-★&★:  
Gi'me all that  
money you're in!!

Well . . .  
what do  
you know!  
It worked!

Take  
that,  
you  
creep!

Hey! You ain't supposed to do that!  
Just my luck! I go and mug a guy  
who's never been mugged before and  
don't know what he's supposed to do!

Oh, my God! What did  
I do? What did I do?



I—gaggh—I should never have done that!

I swear . . . that's the first and last  
time I'll ever kill a mugger, and then  
celebrate by having a pepperoni pizza!



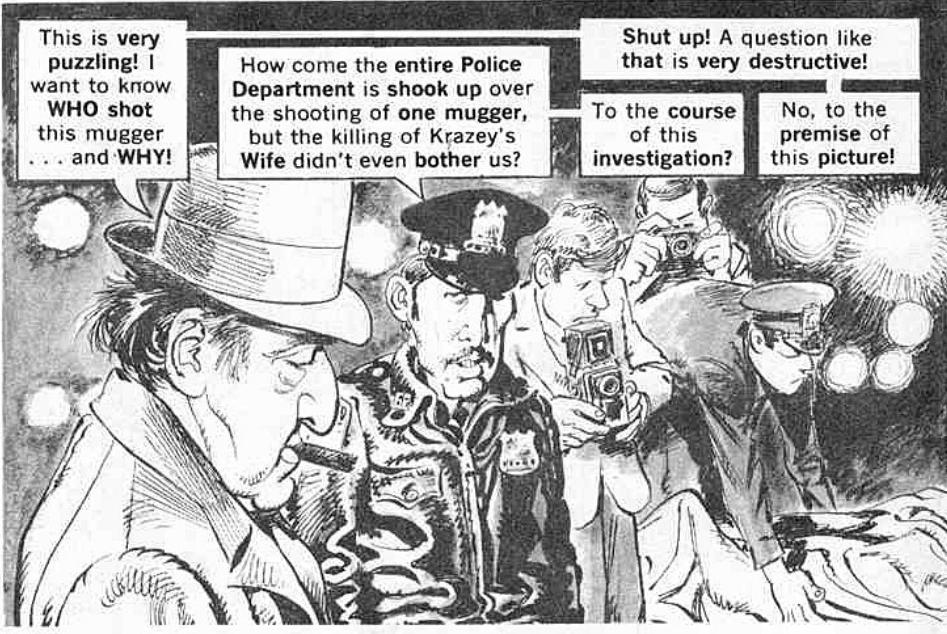
This is very  
puzzling! I  
want to know  
WHO shot  
this mugger  
. . . and WHY!

How come the entire Police  
Department is shook up over  
the shooting of one mugger,  
but the killing of Krazy's  
Wife didn't even bother us?

Shut up! A question like  
that is very destructive!

To the course  
of this  
investigation?

No, to the  
premise of  
this picture!



Are you muggers?

Who wants to know,  
you Mother-★@★#

I guess that  
proves it!  
You know the  
password!

Uggh . . .  
what do  
you have  
against  
. . . Free  
Enterprise?

It—it's really  
fantastic!  
What? That some  
stranger came  
to your rescue?

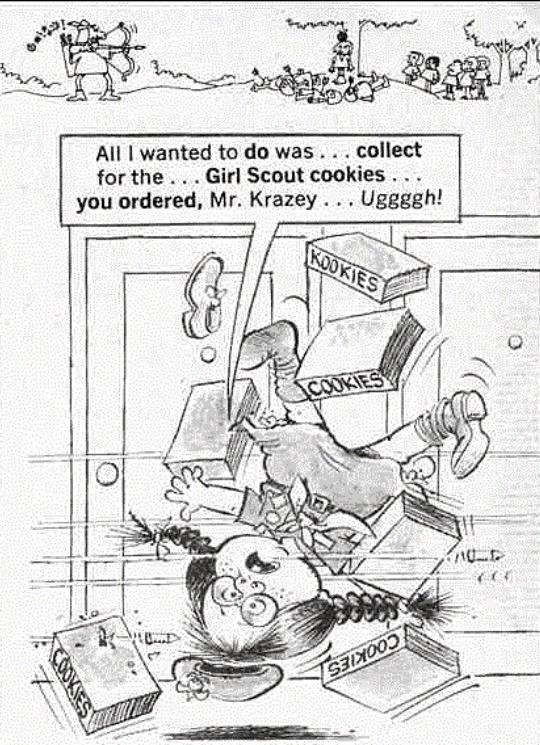
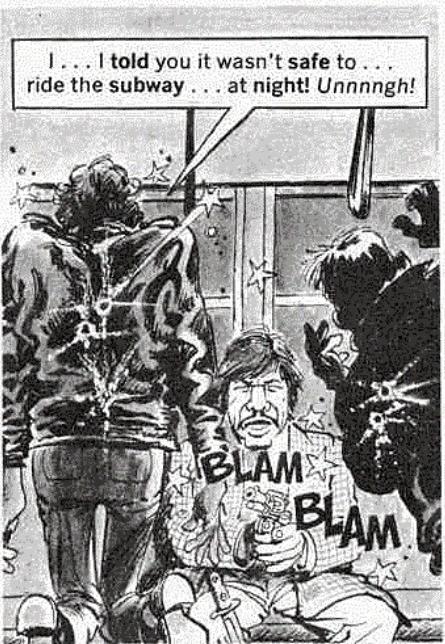
No . . .  
that none  
of the  
neighbors  
heard  
the shots!

Er . . . say something!

What should I say,  
you Mother-★@★#

You  
just  
said  
it!





It's amazing! Since this Vigilante Killer started, muggings are down 45%! And that's not all . . .

. . . overtime parking has dropped 63% . . .

. . . litterbugging has declined 58% . . .

. . . and jay-walking has dropped 73%!!



Today, inspired by the Vigilante Killer, people are starting to defend themselves . . . like Mrs. Elsie Guerrio here! How'd you do it, Mrs. G.?

I used a hat pin! When that louse tried to take my purse, I whipped this out . . . and he just ran away!

And this experience changed your entire outlook on life . . . ?

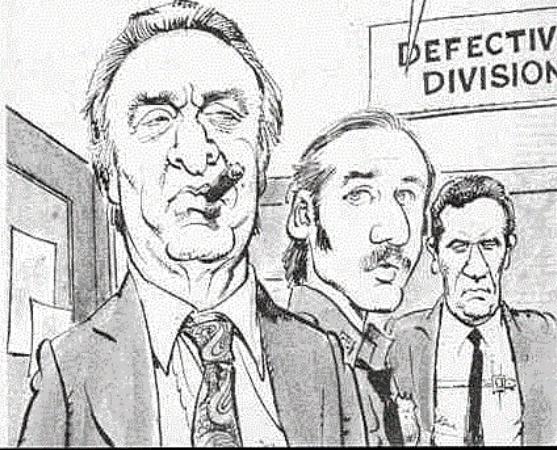
You betcha! I'm not defenseless any more! I've got me a weapon!

What about the future, Mrs. G.?

I'm gonna become a MUGGER!!

I want a list of names of everyone in New York who's been mugged, or had a member of his family mugged!!

That's easy, Chief! Just pick up the phone book!



That's our man! Follow him!!

Gee, Chief, I'd rather not have to tail him!  
That's an ORDER!!

Trying to sneak up on me, huh ...

Unnngh! THAT's why I'd rather not have to ... tail ... him!

Hey! Hold it right there, you!

Finish your sentence ...

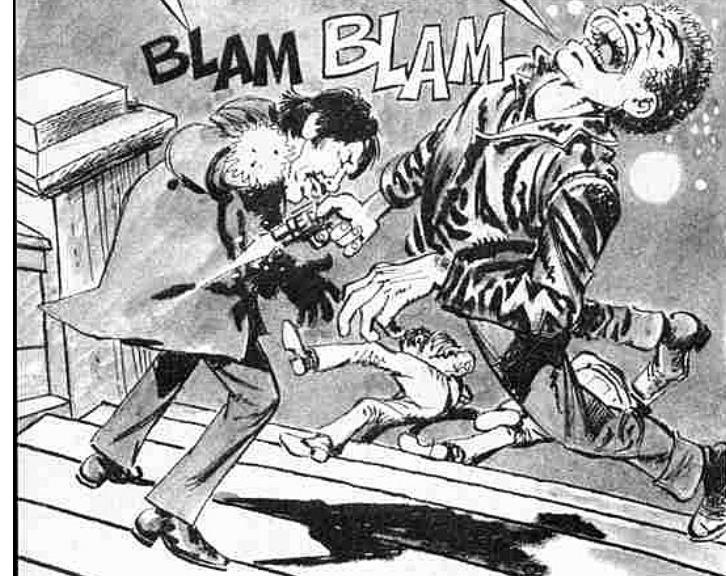
... you—you Mother-~~C#~~★!

You get an "A"!



Hey! You shot me!

Yeah! It only took us muggers three weeks to figure out that we could use guns, too!!



I found this gun on him! It proves he's the Vigilante Killer!

I want you to forget about this! If the muggers in this town know we got the Vigilante Killer, they'd be back on the streets in no time!

You—you want me to file a false report?

That's right!



I have the feeling that I can't trust that Cop!



Mr. Krazy, we know you're the Vigilante Killer, and we have a big problem! We want you to leave New York permanently!

Or else, you'll do what?!!?

Er—that's our big problem!

But my Daughter will still be here!

So ... ?

You're right! I never really LIKED vegetables, anyway!

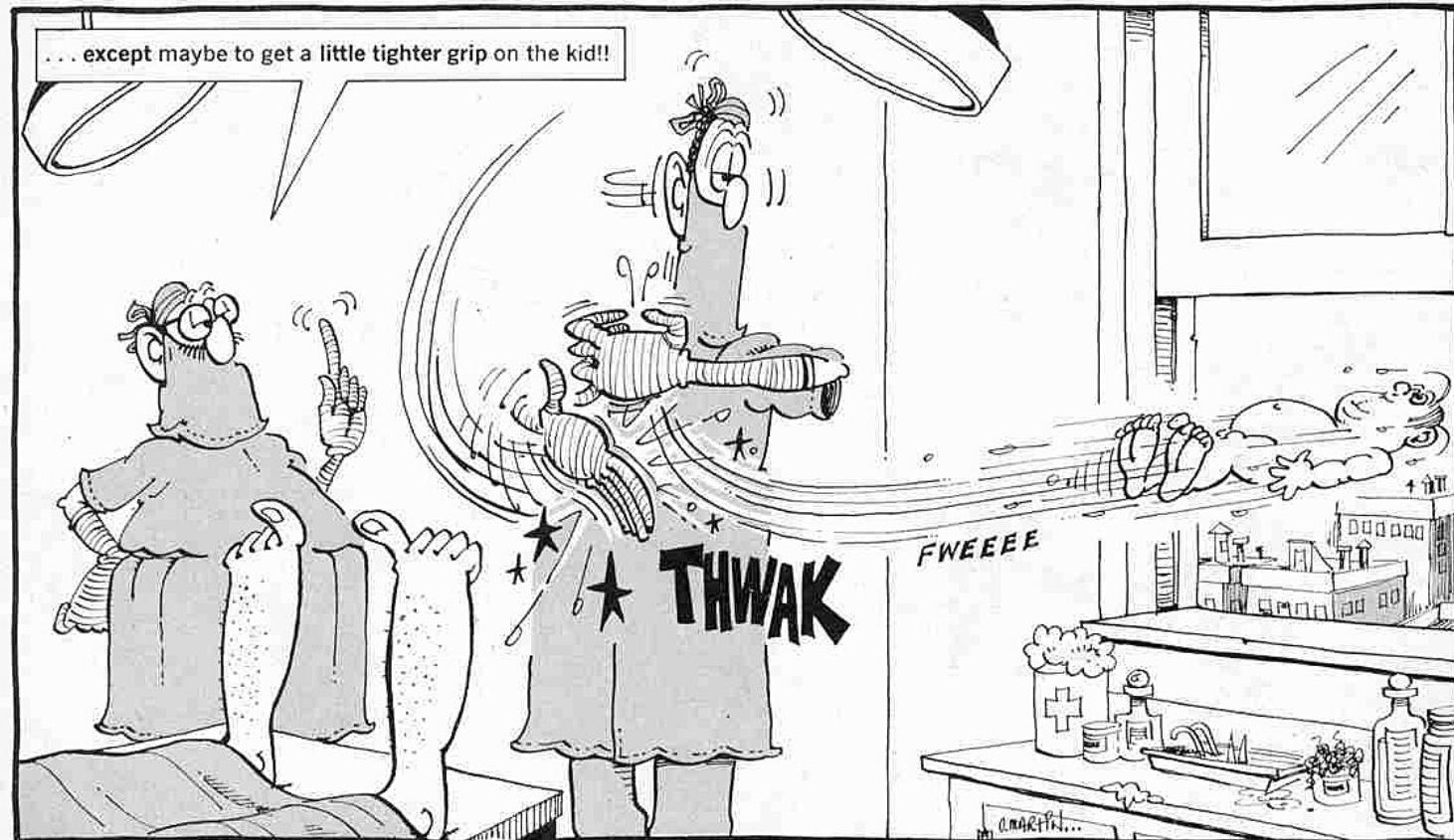
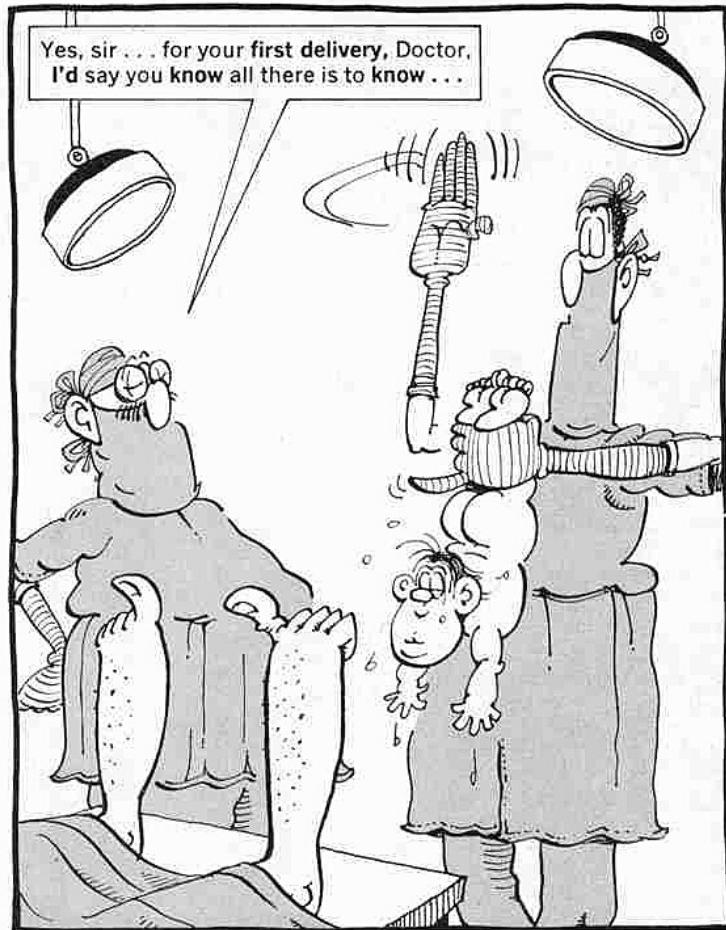
Okay, all you Law Breakers! I'm leaving New York, but I'll be coming to YOUR town soon! So... WATCH OUT!

Yeah, I mean you! And YOU! And YOU!! Sure, I know you've been yelling and clapping every time I got me a mugger! But now, I'm gonna REALLY clean up this country!!

So if you creeps have any overdue library books ... or if you dare to smoke in an elevator ... or if you spit on the sidewalk ... or if you try to get into an "R"-rated movie like this one without an adult ... or even if you LOOK at me wrong ... **YOU'RE DEAD!!**

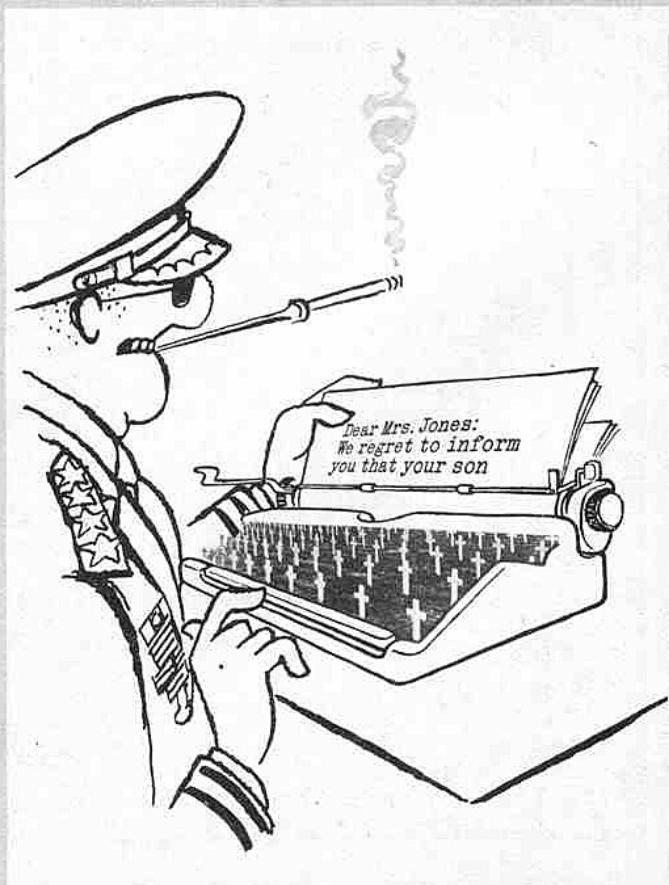
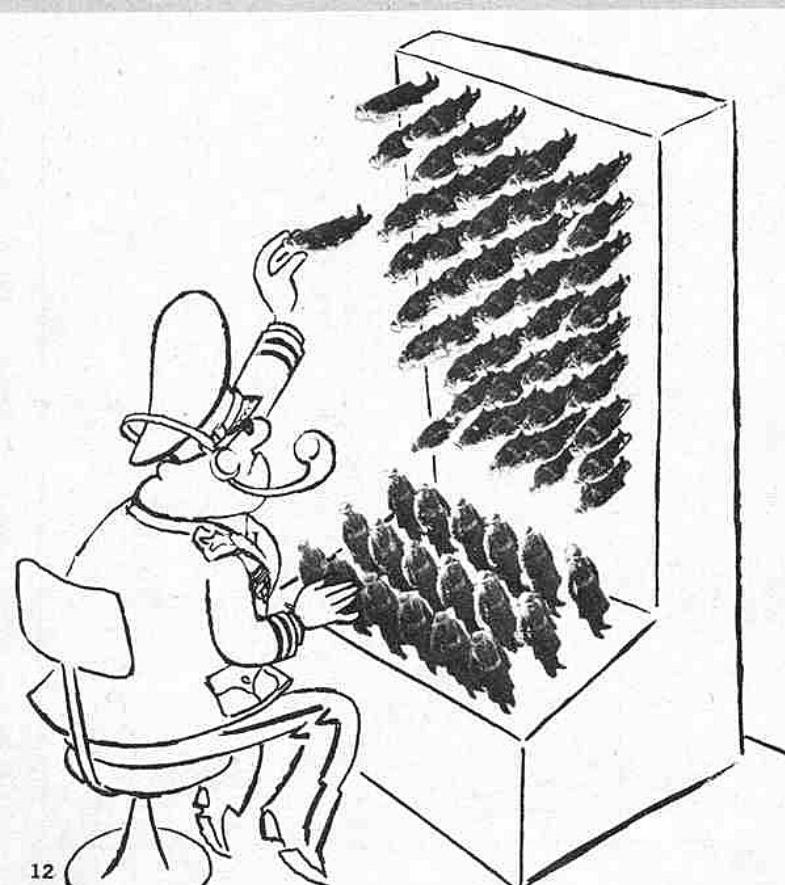
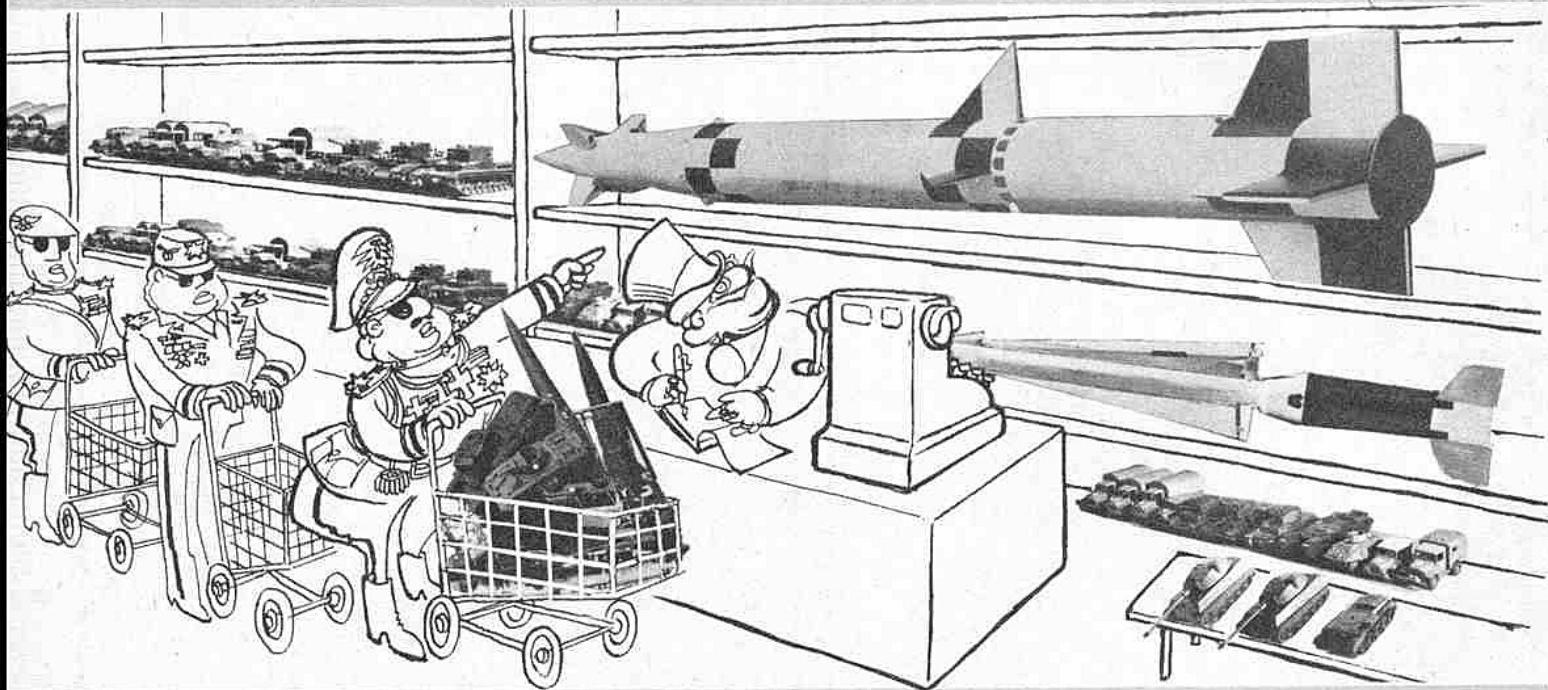
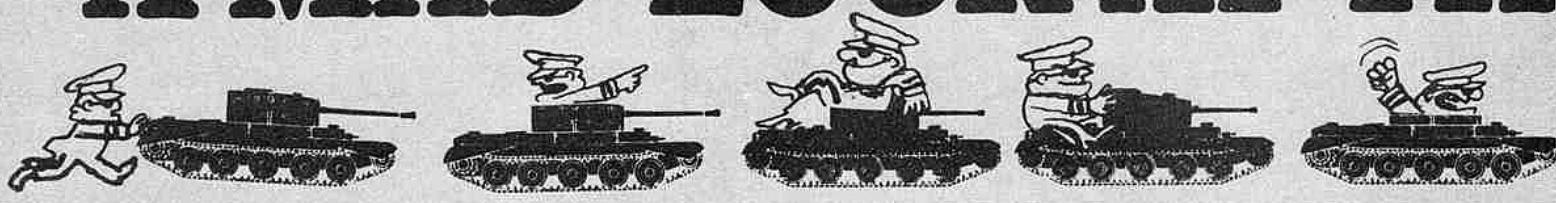


# YOUNG DOCTOR FREEN



GENERAL STAFF INFECTION DEPT.

# A MAD LOOK AT TH



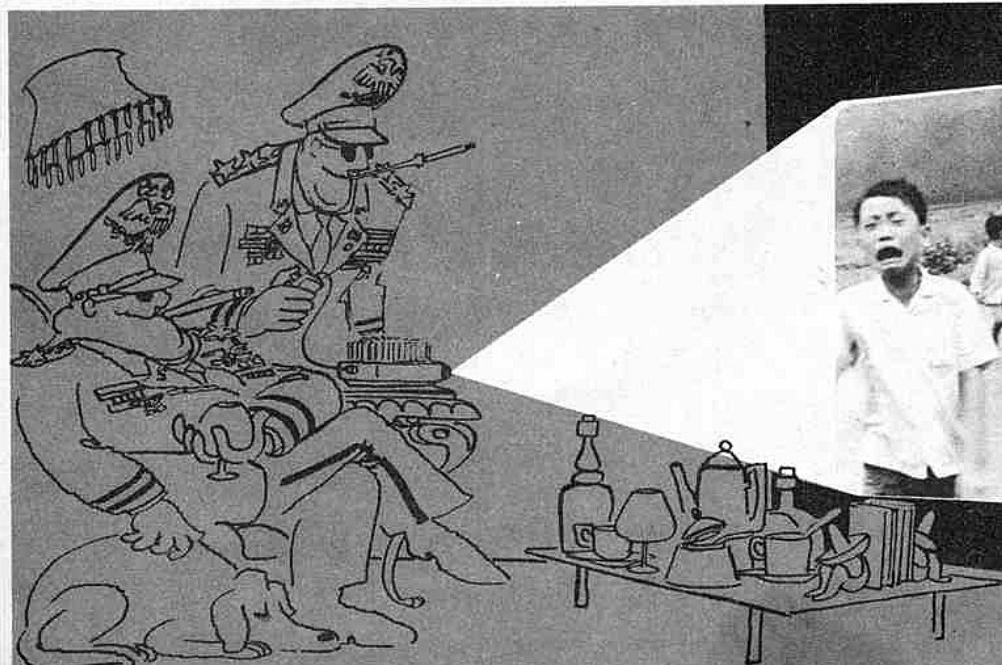
# E MILITARY

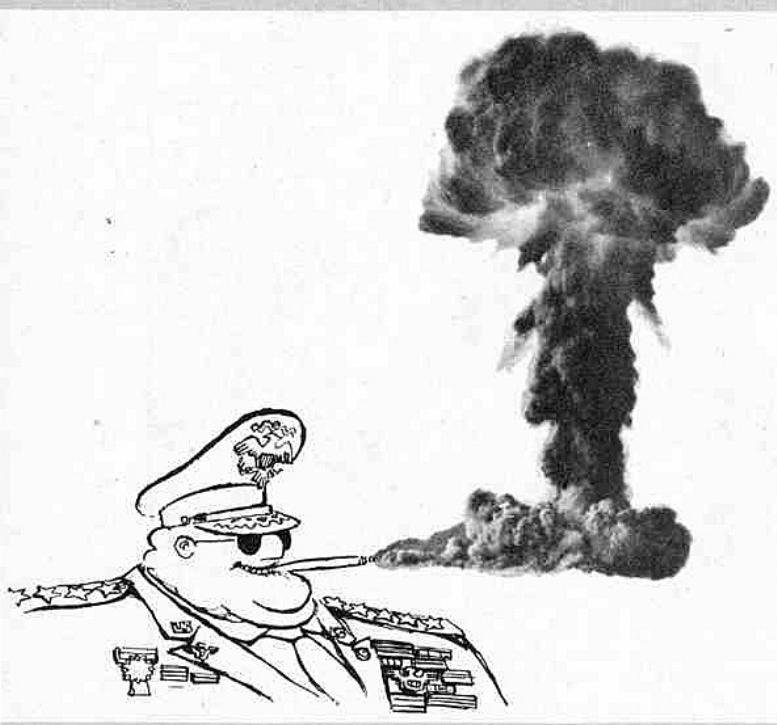
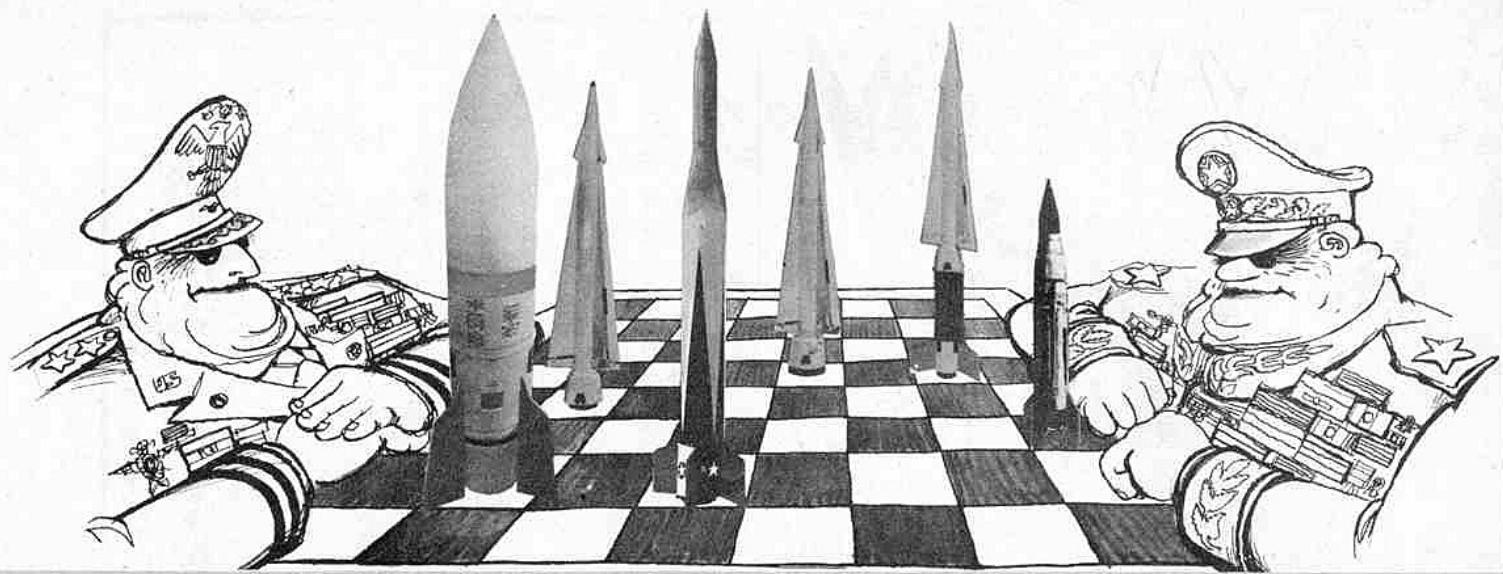


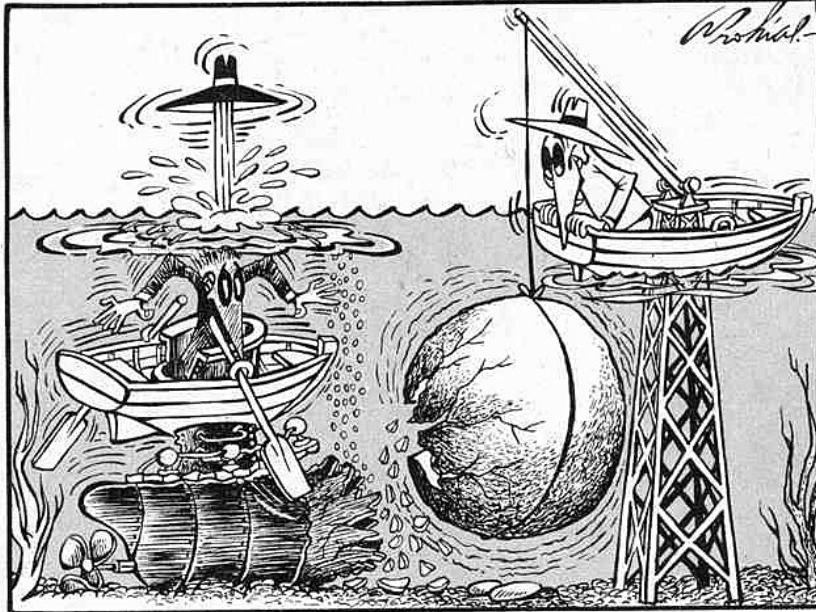
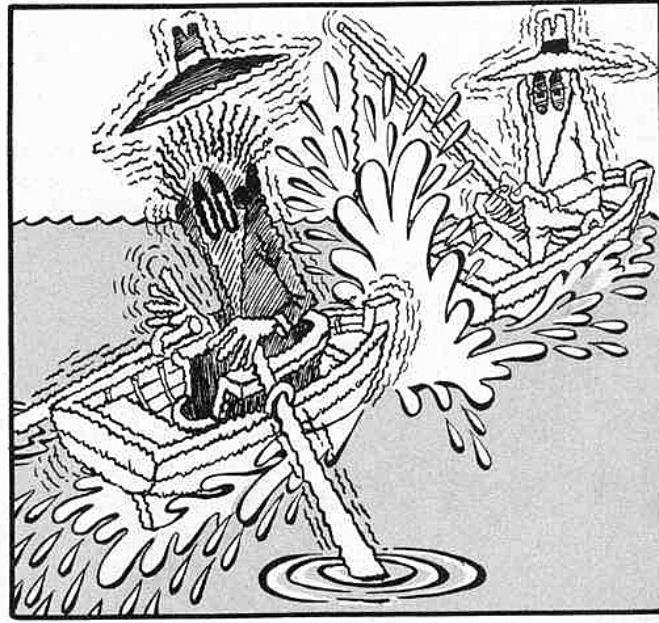
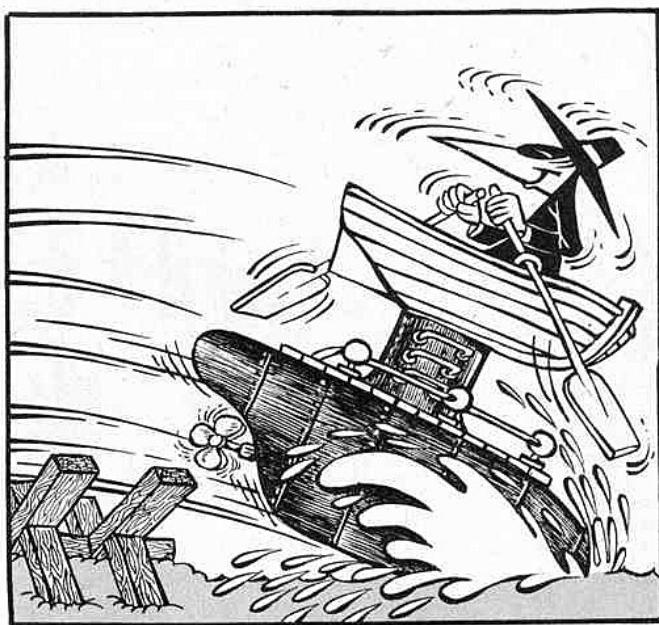
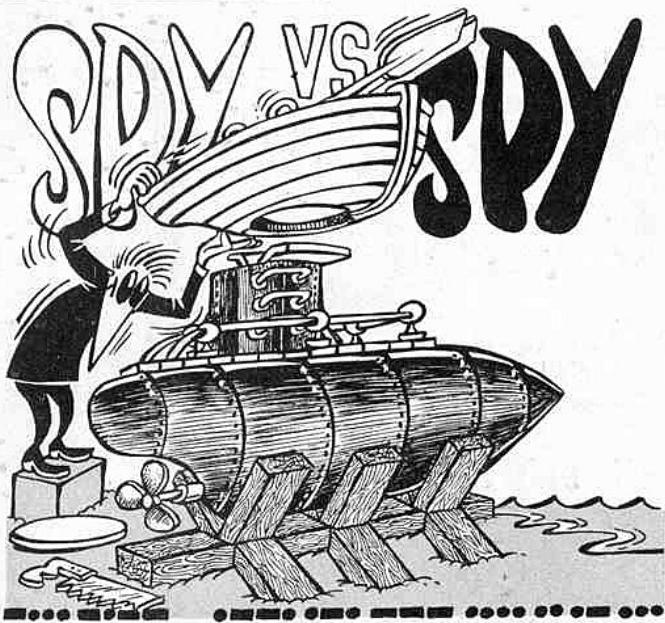
ARTIST & WRITER: ARNOLDO FRANCHIONI



PHOTOS BY: UPI & WIDE WORLD







Some years ago (In MAD #173 to be exact!), we noted the objections of educators and assorted authorities to traditional Fairy Tales which are filled with an assortment of dragons, wicked stepmothers and other

strange creatures who indulge in murder, mayhem and other forms of anti-social behavior. At that time, we contended that even if violence and bloodshed in story books actually were harmful to impressionable

# MORE "MODERN" (That Are Even More Fantastic)

## The Man Of The People

Once upon a time, there existed a great land filled with hard-working and prosperous people who enjoyed freedom and prosperity. Through a system called Taxation, the people paid their elected leaders, took care of the needy and sick among them, and supported an army to defend the country in time of danger.

The Law of Taxation was based on the idea of each citizen paying to the country a portion of what he had earned. A man who earned twenty gold pieces would pay one of them, a man who earned forty pieces would pay three of them, and those who earned a great many gold pieces would pay their greater shares in the same fashion.

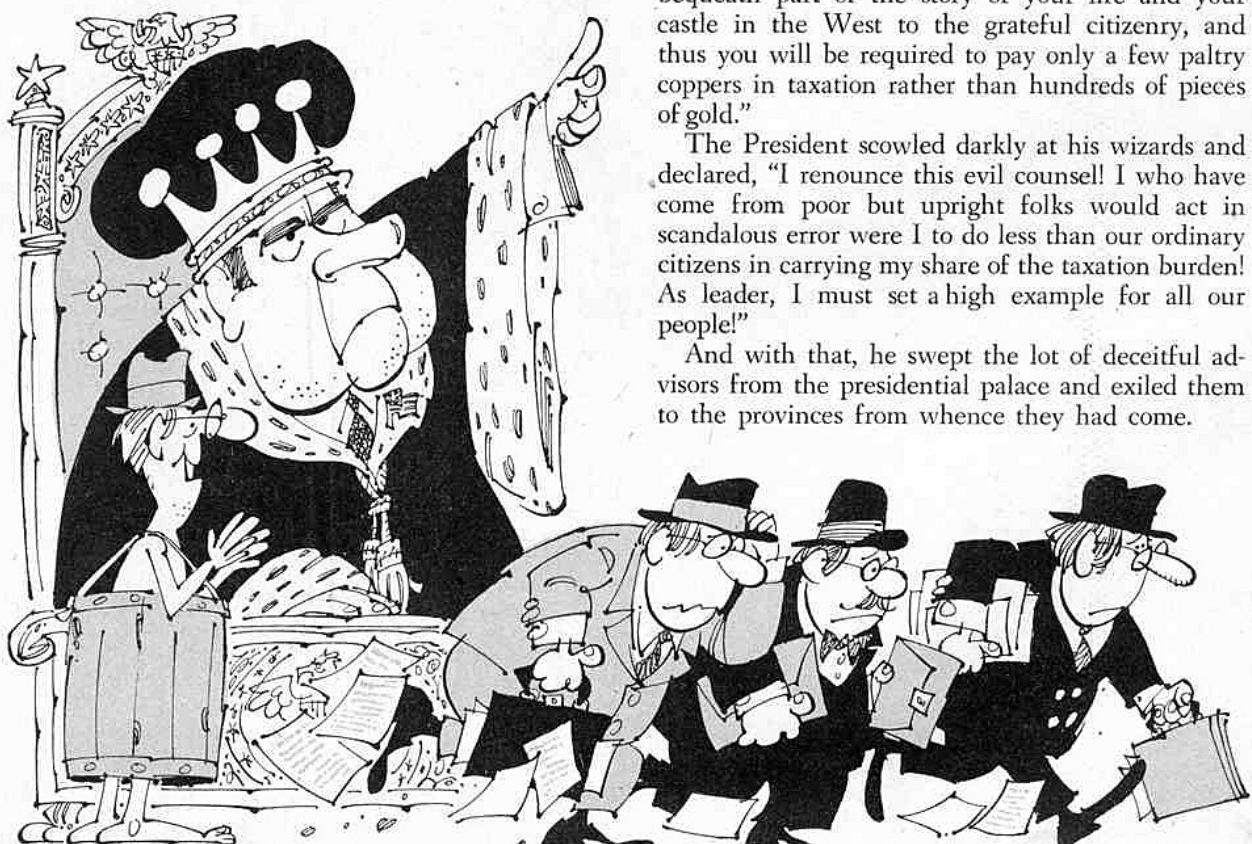
That country's highest leader was called The President, and according to a legend popular among the people, any citizen, no matter how humble his birth, could one day become President. And, in truth, this had happened more than once.

At one particular point in this country's time, there was a President who had fulfilled that legend. Of course, he was paid great sums of gold for the labors he performed in this highest office in the land. He, like the rest of the citizens, was subject to the Law of Taxation.

One day, his Council of Wizards came to him and said, "Sire, we have been studying the Law of Taxation, and if you accept our counsel, you will bequeath part of the story of your life and your castle in the West to the grateful citizenry, and thus you will be required to pay only a few paltry coppers in taxation rather than hundreds of pieces of gold."

The President scowled darkly at his wizards and declared, "I renounce this evil counsel! I who have come from poor but upright folks would act in scandalous error were I to do less than our ordinary citizens in carrying my share of the taxation burden! As leader, I must set a high example for all our people!"

And with that, he swept the lot of deceitful advisors from the presidential palace and exiled them to the provinces from whence they had come.



ARTIST: PAUL COKER, JR.

WRITER: DON REILLY

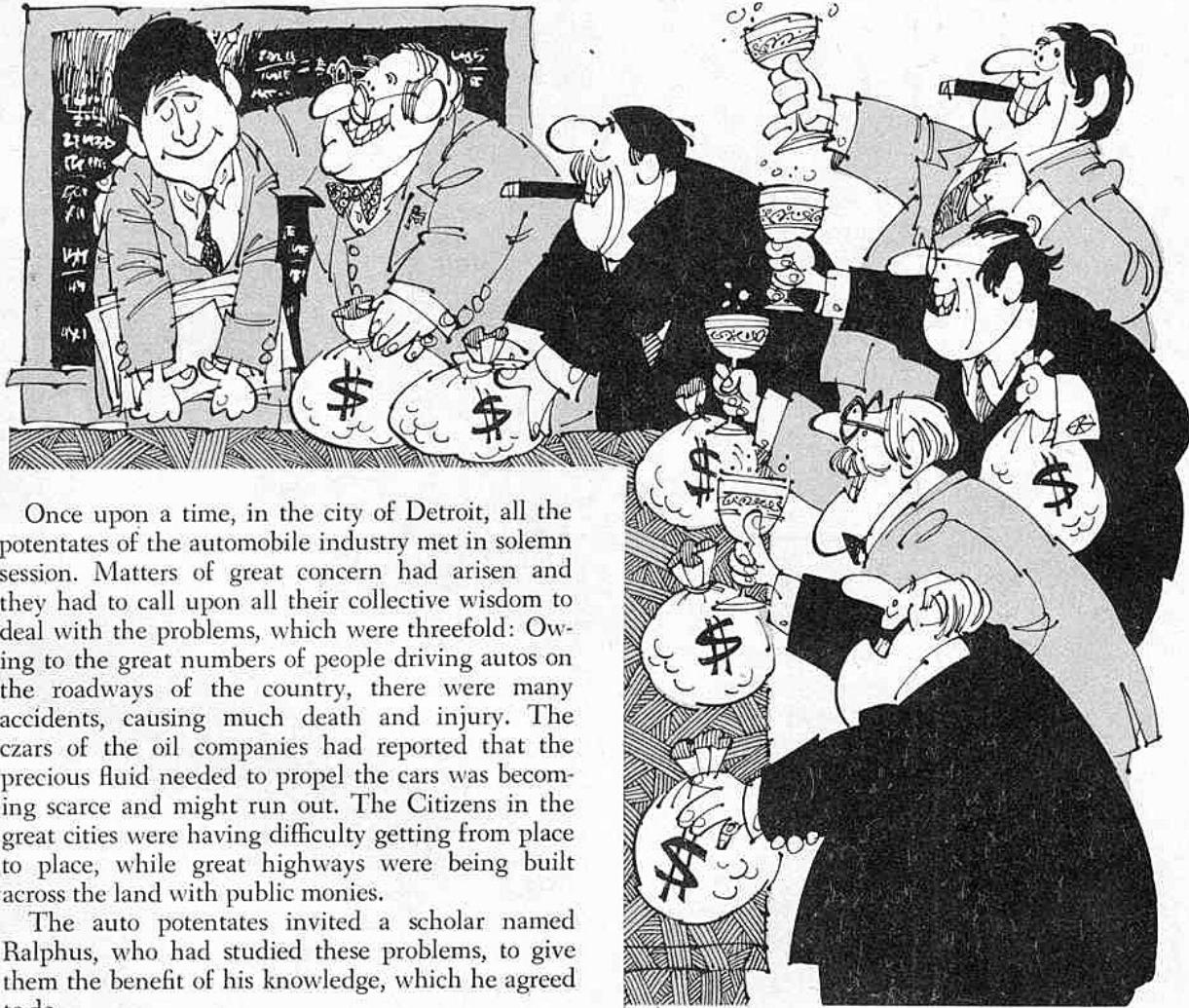


young minds, children still need heaping helpings of "pure fantasy" in their reading diets. And so we published "Modern Fairy Tales" (That Are Even More Fantastic Than The Old-Time Fairy Tales!) And today,

we still believe that children love the unbelievable as much as ever. So we've taken another look around at contemporary society, and we've created this new selection of unreal episodes which we've entitled . . .

# I' FAIRY TALES Than Old-Time Fairy Tales!

## The Wise Carriage Makers



Once upon a time, in the city of Detroit, all the potentates of the automobile industry met in solemn session. Matters of great concern had arisen and they had to call upon all their collective wisdom to deal with the problems, which were threefold: Owing to the great numbers of people driving autos on the roadways of the country, there were many accidents, causing much death and injury. The czars of the oil companies had reported that the precious fluid needed to propel the cars was becoming scarce and might run out. The Citizens in the great cities were having difficulty getting from place to place, while great highways were being built across the land with public monies.

The auto potentates invited a scholar named Ralpus, who had studied these problems, to give them the benefit of his knowledge, which he agreed to do.

"What must we do?" the auto potentates cried. The young man replied, "You must take all pains to make the autos stronger to protect the lives of the people. You must make the autos smaller in order to save some of the precious fluid for future generations. You must convince the leaders of the land to take some gold from the building of roads and use it to transport the populace of the crowded cities.

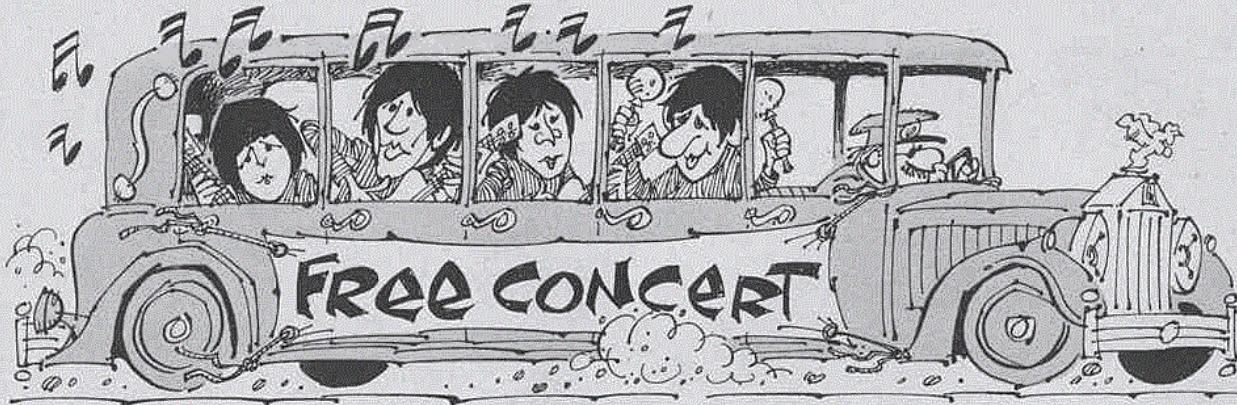
"Bravo!" the auto potentates cheered. "We must reward this young scholar," one of them said. "I have it," said another, "we'll each give a portion of our earnings each year to provide him the means of keeping us supplied with more good ideas in the future, so that we may serve the people well. "Done!" said they all and drank to his good health.

## The Generous Minstrels

Once upon a time, there was a group of singers and musicians who had come together as very young people bound by their love of music. Through weeks and years of diligent practice, they became proficient in their art. As their skills grew, so did their reputation, and they found that people were willing to pay to hear them. Their fame spread far and wide, their fees became fabulous, their performances were sold out to the very last seat, and their recordings were distributed around the world.

They grew rich and beloved, but wealth brought

with it disputes and discontent. They drifted apart and spent their days battling about money. One day, after months of quarreling in courts of law, one of them said to the others, "Do you realize we're all rich beyond our dreams? Let us return to the simple idea that first brought us together, our love for the music we've created." The others pondered this advice and agreed it was sound. From that day on, they did just that. In gratitude for the love and wealth their millions of fans had given them, they devoted the rest of their lives to traveling everywhere, giving free concerts to all who wished to come.



## The Rescue

Once upon a time, scientists and doctors of the country came to suspect that the smoking of cigarettes was likely to make people very ill and kill them years before their normal span of years had passed. They brought their findings to Washington to advise the men who governed the land. "Can this dreadful thing be so?" the shocked leaders chorused. "If so, we must act now to save as many

of our citizens as we can! Quickly, let us call in the makers of cigarettes and the congressmen from the tobacco-growing states."

All the makers of cigarettes and the congressmen came and listened in respectful silence as the scientists and doctors told their grim tale and presented the evidence they had gathered over the years. As they finished, one of the cigarette makers jumped to his feet and cried, "I propose we forget about this until we've had a chance to put our own scientists to the task of examining cigarettes!" A congressman from a tobacco state cried, "Y'all tryin' to wreck the economy of mah state? I'm for liberty! We got a right to grow it, and folks got a right to smoke it!"

The rest of the gathering turned and stared incredulously at the two men. "You mean," said another congressman, "that you'd rather grow tobacco and sell cigarettes than save our citizens' lives?"

"Unspeakable!" cried the rest of the assembly as they fell upon the two wretches and flung them from the room.

And so it happened that the tobacco farms switched to food and the cigarette companies went out of business rather than devote their time, knowledge and money to poisoning their fellow human beings.



## The Author

There once was a vast, cold land in the East whose people lived out their days without ever being allowed to journey beyond its borders. The people were not overly unhappy about this, it seemed, because they had known no other life. Their rulers were stern men who became furious when criticized. Since the rulers controlled all means of communication in the land, there was little chance of public criticism to anger them.

Then, one man began to write books about his country which were often very critical. And so, the rulers did not permit them to be read by the people, and cast the writer into prison to repent. Friends of the writer managed to send his writings abroad and they were published in other lands, to the great annoyance of the rulers. One day, out of angry curiosity, the Supreme Ruler gathered the man's forbidden books together and began to read them for a clue to what caused the author's unbalanced and criminal behavior. The Supreme Ruler read and read, and at length summoned the errant author and said to him, "I have been struck by the power and sincerity of your writing and your depiction of grave errors committed in our country's past. You are right. We must stop throwing critics into asylums and

dungeons and permit our people to travel across our borders as they choose. It is so decreed."

And so the people of the vast cold land were free from that day to come and go in peace. Most stayed, some left. The author stayed and wrote many more books during a long and happy life in his homeland.



## The Careful Chemist

Once there was a chemist whose task it was to concoct new medicines for the pharmaceutical firm that employed him. He liked his work and delighted in finding ways of getting chemicals into people's bloodstreams faster than chemists from other companies were able to do. It was a race, and it was fun.

The chemist was especially fond of one project he had worked on for some years. This was a pill that, taken at bedtime, cured headaches and backaches, settled upset stomach, and gave the pill-taker a gen-

eral glow of good feeling for a day or so. Remarkable to say, this versatile pill would be extremely cheap to manufacture and thus the drug firm could expect to earn enormous sums in the marketplace. The board chairman had taken a lively interest in the new pill and had dubbed it "The Blahs Bomb."

One day the chairman visited the chemist's laboratory, eager to learn whether the tests were complete so that he could begin production and watch the firm's profits soar. The chemist said, "Everything has gone beautifully in our treatment of test patients. One-hundred per cent of them felt immediate relief after taking our pill."

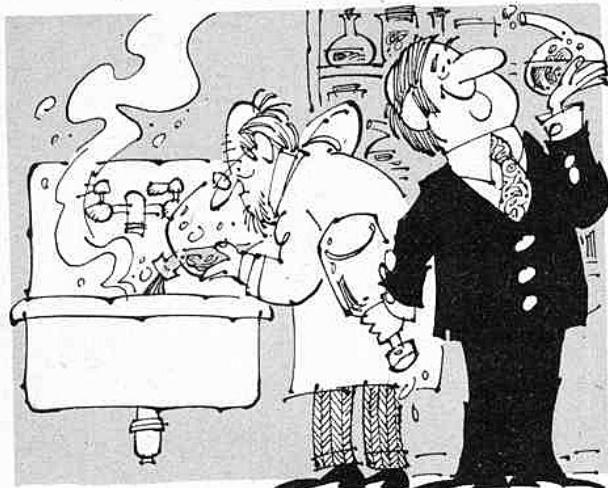
"Fanstastic!" cried the chairman.

"Unfortunately," said the chemist, "one half of one per cent of the test patients suffered a perplexing side effect. They acquired rashes."

"Is that so bad?" asked the chairman.

"The rashes appear to be permanent," replied the chemist.

"Oh dear," sighed the chairman. "Obviously we can't in good conscience subject people to that risk. We have no choice but to abandon the project." And so the chemist and the chairman poured the flasks and bottles full of the precious pill potion down the drain and looked optimistically to the future.



JEST DESSERTS DEPT.

# SOME REAL LIFE SCENES WE'D LIKE TO SEE

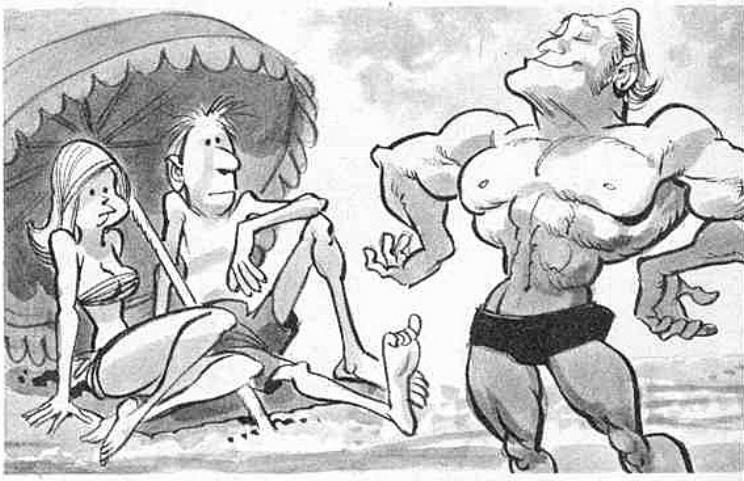
THE BRIBER



THE GRAFFITIIST

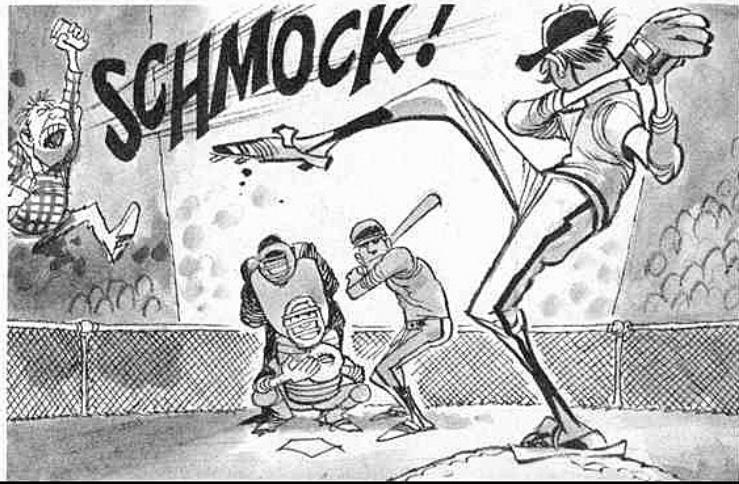


THE SHOW OFF



ARTIST: JACK DAVIS

THE LOUD MOUTH





WRITER: PAUL PETER PORGES



### THE NOISE MAKER



### THE SUPER JOCK



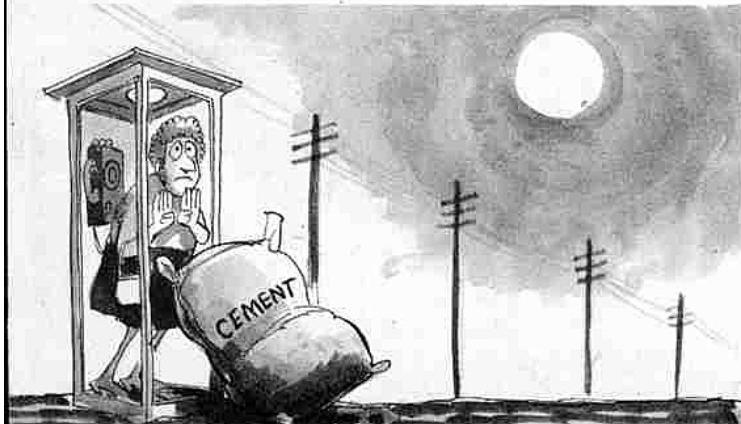
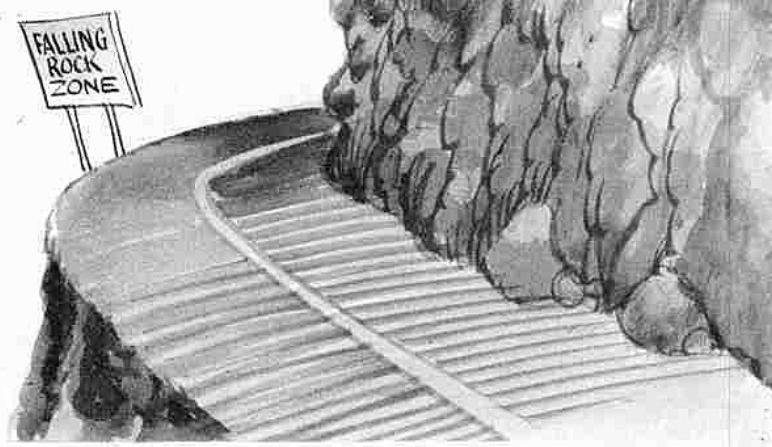
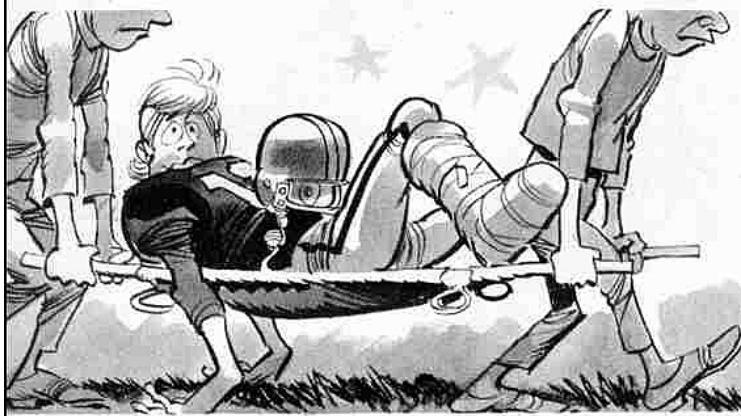
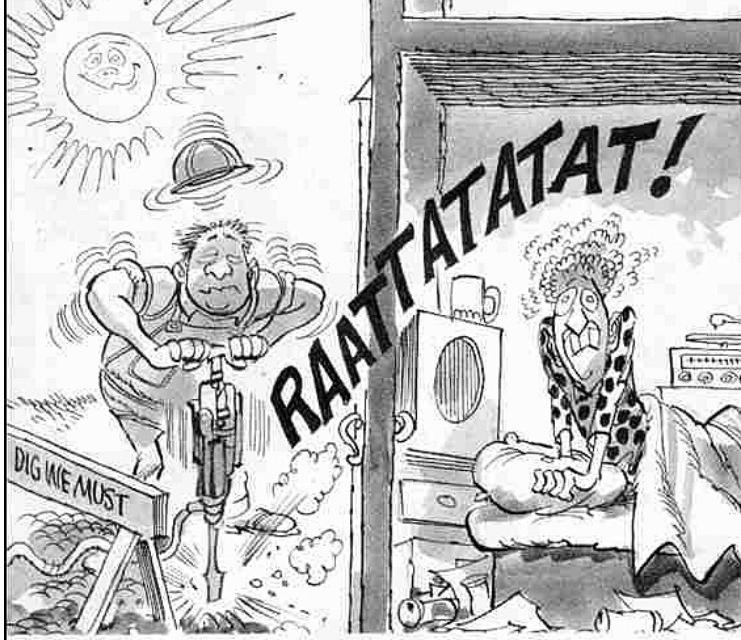
### THE FOOD MOOCHER



### THE NON-STOP TALKER



## THE LITTERBUGS





# A SECOND MAD COLLECTION



**THE EMOTIONAL RANGE OF ALI MacGRAW**

**WELL-CROOMEED ACID ROCK GROUPS**

**SUCCESSFUL UNDERCOVER OPERATIONS OF THE C.I.A.**

**WHERE ME AND NIXON DISAGREE** Gerry Ford

**THE MODESTY OF MUHAMMAD ALI**

**PROMINENT BLACK YACHTSMEN**

**GUIDE TO U.S. CITIES WITH ACCEPTABLE AIR QUALITY**

**THE NUTRITIONAL VALUE OF "FAST FOODS"** —Ronald McDonald

**BLACK EXPLOITATION MOVIES THAT HAVE MADE SIGNIFICANT CONTRIBUTIONS TO OUR CULTURE**

**Naughty Things I Have Done In My Lifetime**—Pat Boone

**THE CHARISMA OF HUBERT HUMPHREY**

**RECENT MOVIES YOU CAN TAKE YOUR KIDS TO**

**THE ACTING TALENTS OF JOE NAMATH AND MARK SPITZ**

**LIBERALS WHO HAVE BEEN MUGGED—AND ARE STILL LIBERALS**

**PROFOUND BARBERS**

# OF EXTREMELY THIN BOOKS

WRITER: ARNIE KOGAN

THE WIT AND WISDOM OF H.R. HALDEMAN

A CATALOGUE OF INNOVATIVE JAPANESE PRODUCTS

HOWARD HUGHES AS THE CAMERA SEES HIM

THE OSMOND BROTHERS' CONTRIBUTION TO THE ART OF MUSIC  
HONESTY IN THE UNITED STATES GOVERNMENT, 1968-1974

MAFIA MEMBERS WHO HAVE DIED OF NATURAL CAUSES

A Quarter Century Of Intelligent TV Commercials

TV Game Show Contestants With I.Q.'s Over 65

A Picture Guide To Militant Women Libbers With Sex Appeal

Getting On Top And Staying On Top — Rowan & Martin

MEMORABLE MOMENTS FROM MY TV SHOWS—Don Rickles

MY LIFE ON LAND—Jacques Yves Cousteau

THE CLASSIC FILMS OF SINEPUIEN BOYD

THE COMPLETE COLLECTION OF NEIL SIMON'S FLOP PLAYS

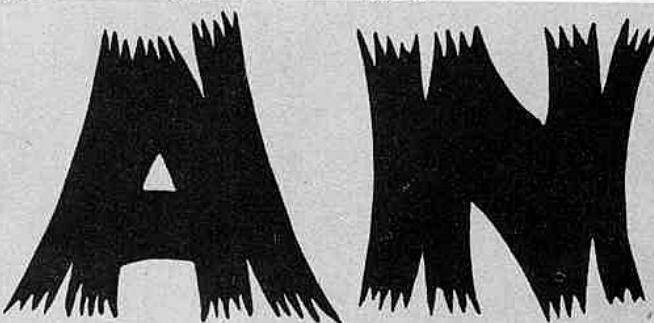
THE NEHRU JACKET'S LASTING IMPACT ON MEN'S FASHIONS





**BERG'S-EYE VIEW DEPT.**

## THE LIGHTER SIDE OF...



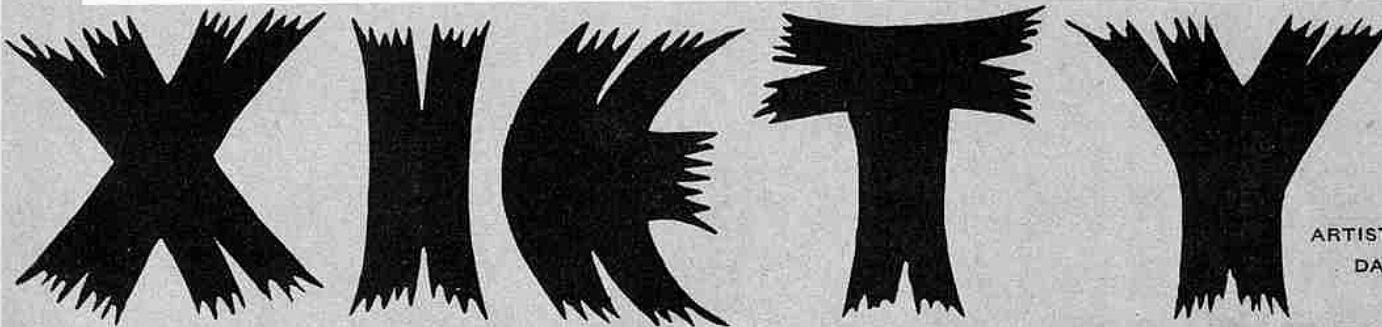
You remember how afraid I was to leave my money in the bank because it might fail?

And how I withdrew it all and brought it home, and then how afraid I was that someone might break into my house and steal it?

And how I hid it behind a wall, and then how afraid I became that the house would burn down? Well, I finally figured out what to do with my money!

What?

I SPENT IT!!



ARTIST & WRITER:  
DAVE BERG

What IS it with this modern generation?! They're turning all the morals and standards that we live by upside-down!

Take my son, for example! He brought home this girl, and she's living with him in his room! I tell you, it's a shame for the neighbors!

What do you care what the NEIGHBORS think?! It's YOUR problem!

No... it's THEIR problem, too!

It's THEIR DAUGHTER!!



Our whole civilization is becoming so complicated, I can't cope with it!

For instance, this Income Tax form! It takes a math genius and a corporation lawyer to fill it out!

And all these electronic gadgets that keep coming out! I don't know how to work half of them, and if they break down, I don't know how to repair them!

I—I couldn't cope with that, either!

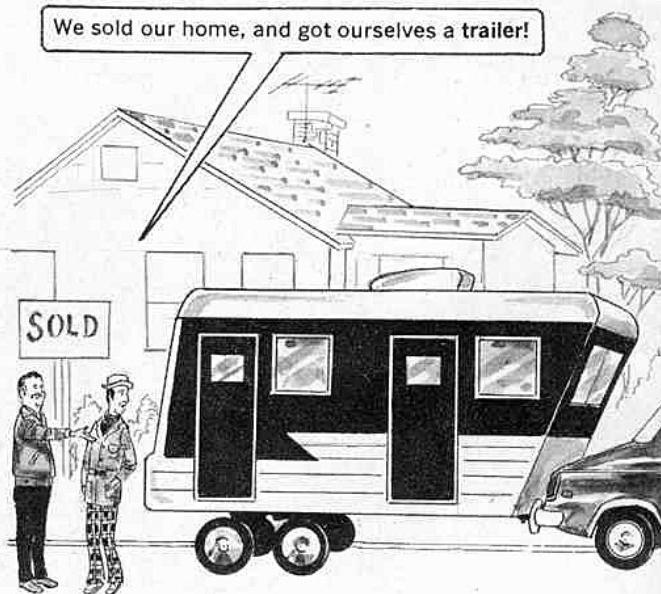


No more insecurity! No more anxiety! I've played that game for the last time! I'm bowing out of the rat race!

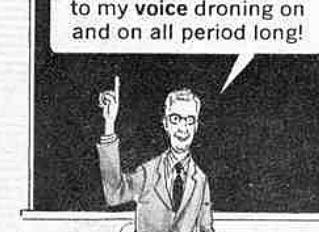
My wife and I have wiped the slate clean! We're starting out on a new Life Style . . . with new priorities! We're looking to a future based on solid standards, with deep permanent roots and long meaningful relationships!

Sounds great! How are you going to do that?

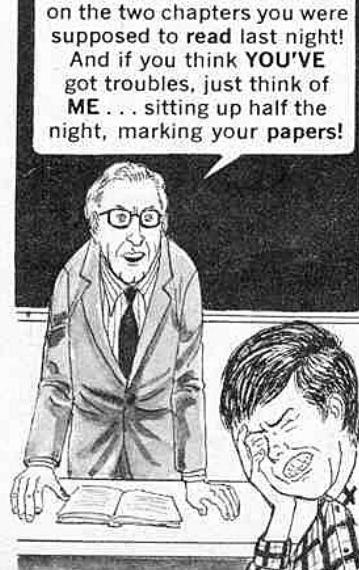
We sold our home, and got ourselves a trailer!



First, the GOOD news! You won't have to listen to my voice droning on and on all period long!



Now for the BAD news! I'm giving a surprise test based on the two chapters you were supposed to read last night! And if you think YOU'VE got troubles, just think of ME . . . sitting up half the night, marking your papers!



Okay, Peter Hunt! What are you looking so anxious about?



Well, Sir, first the GOOD news!



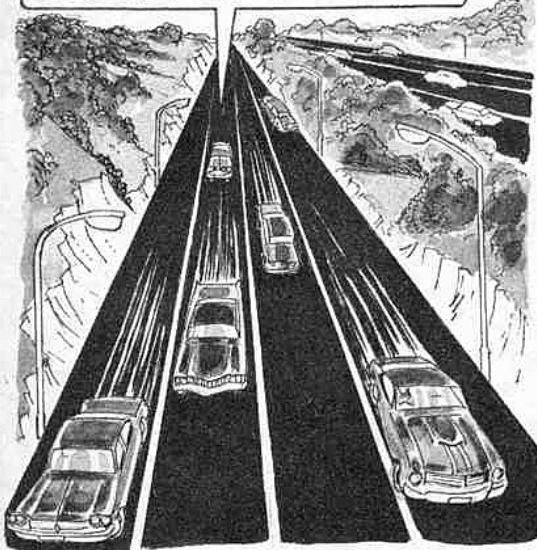
There'll be ONE LESS PAPER you'll have to sit up and mark . . . !!

I can't stand these new super highways!  
Everybody on 'em drives like a maniac!

It's like every driver is  
hell-bent on speeding to  
an accident! . . . his OWN!!

You're a fine one to talk!  
You're driving faster than  
anyone else around!

That's because I want to  
get OFF this blasted  
highway as soon as I can!



What are YOU  
so down in the  
dumps about?

I can't  
get a  
job!

Yeah, it's  
tough! But  
some people  
are getting  
them!

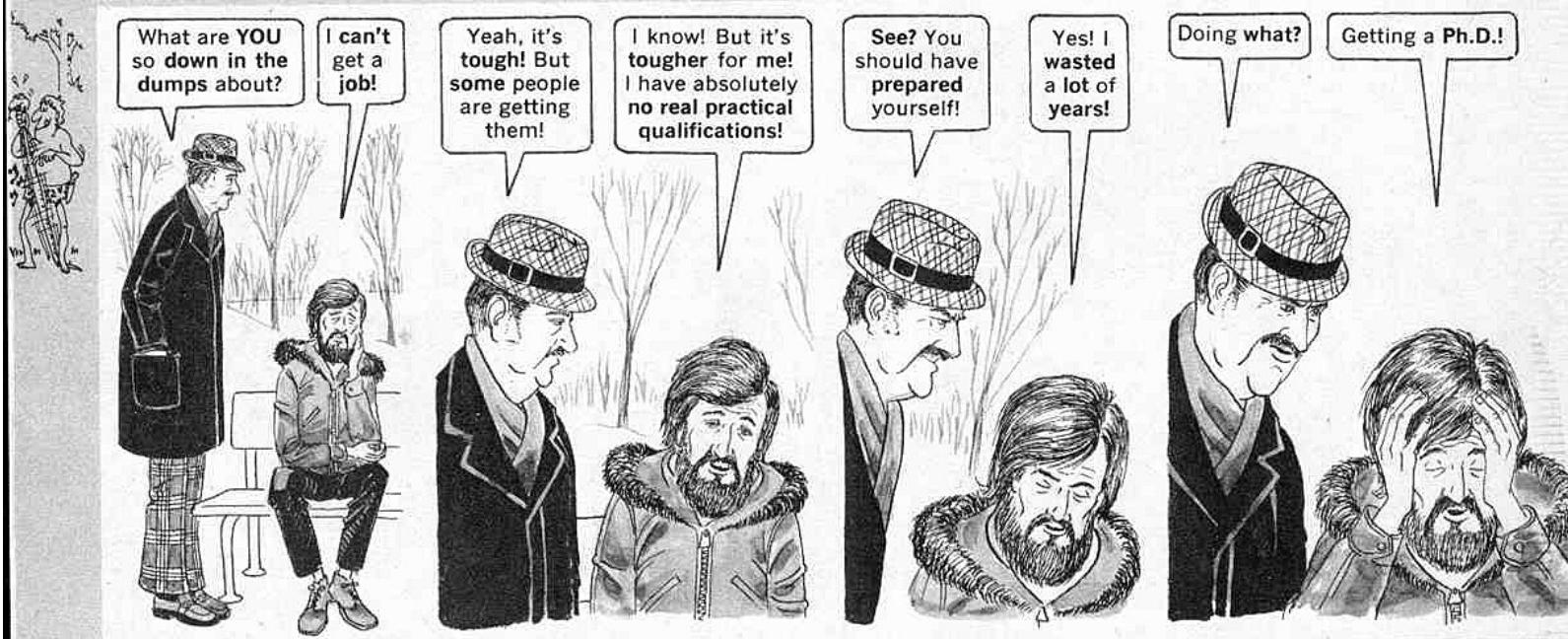
I know! But it's  
tougher for me!  
I have absolutely  
no real practical  
qualifications!

See? You  
should have  
prepared  
yourself!

Yes! I  
wasted  
a lot of  
years!

Doing what?

Getting a Ph.D.!



What a weekend! Have I got  
trouble! Friday, my super-  
bright kid announces he's  
dropping out of college!

You call that trouble?

With money so tight, my wife  
picks Friday to suddenly go  
out on a wild spending spree!

You call that trouble?

Business is so lousy that  
on Friday, my Accountant  
tells me I won't be able to  
make next week's payroll!

You call that trouble?

Friday night, my television set  
blew . . . and I had to go through  
the whole weekend WITHOUT IT!!

Now, THAT'S TROUBLE!!



That's not a civilized city  
out there! It's a JUNGLE!

In the old days, they only used  
to rip off blind newsdealers  
and little old ladies! But now,  
they're so desperate that even  
big, strong, healthy-looking  
guys like us can be victimized!

I—I never thought  
I'd be afraid to  
go out there and  
make a few bucks!

We're just gonna  
have to find some  
other way to  
make our bread . . .

. . . besides mugging!!



Changes . . . changes! They're  
coming so rapidly that it's  
making me into a neurotic!

My big virile Son has turned  
into a style freak, and now  
he dresses like a pansy! My  
little feminine Daughter has  
become a Women's Libber, and  
now she dresses like a farmer!

I'd go completely out of my  
mind if it wasn't for your  
wonderful reliable stability!

You dressed like a slob  
in the past . . . and  
you're STILL a slob!!



Oooh, I've got  
a terrible pain  
in my chest! I  
think I'm dying!

Again?! You're  
the world's  
greatest  
hypochondriac!

You keep going to Doctors, and  
they all keep telling you the  
same thing . . . that it's just  
EMOTIONAL! And then, the  
pain moves to another spot!

Do you understand??!  
It's PSYCHOSOMATIC!  
It's IN YOUR MIND!!

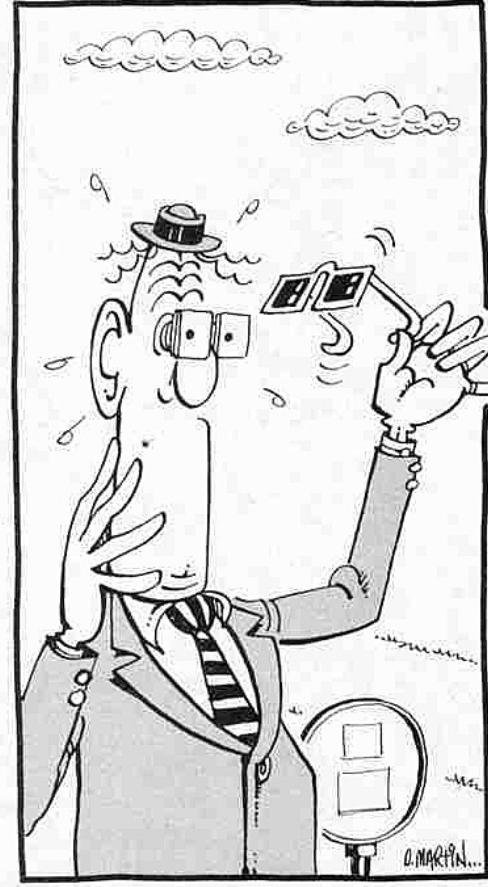
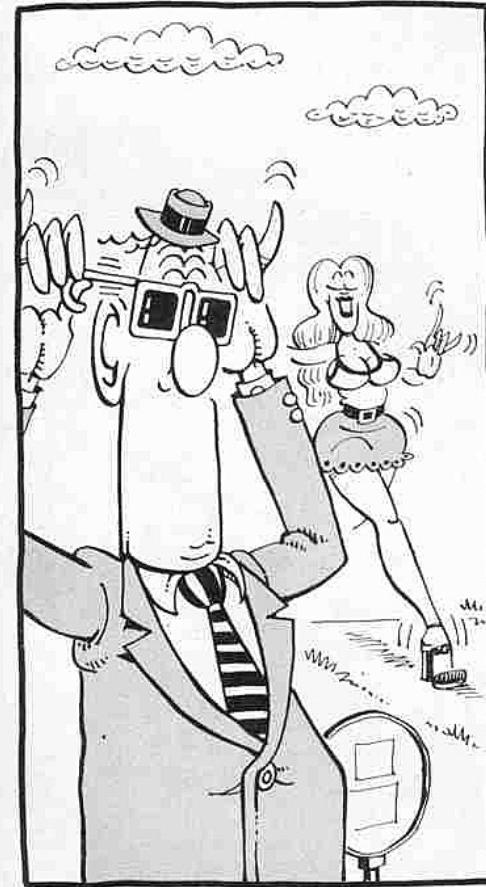
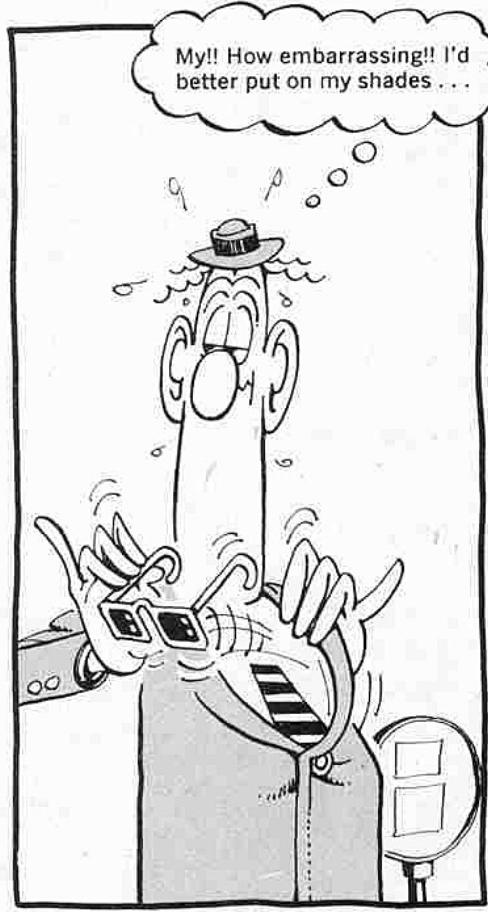
Y'know,  
you're  
right!

Now . . . I've got a  
terrible headache!  
I think I'm dying!



David Berg

# ONE AFTERNOON AT A BUS STOP

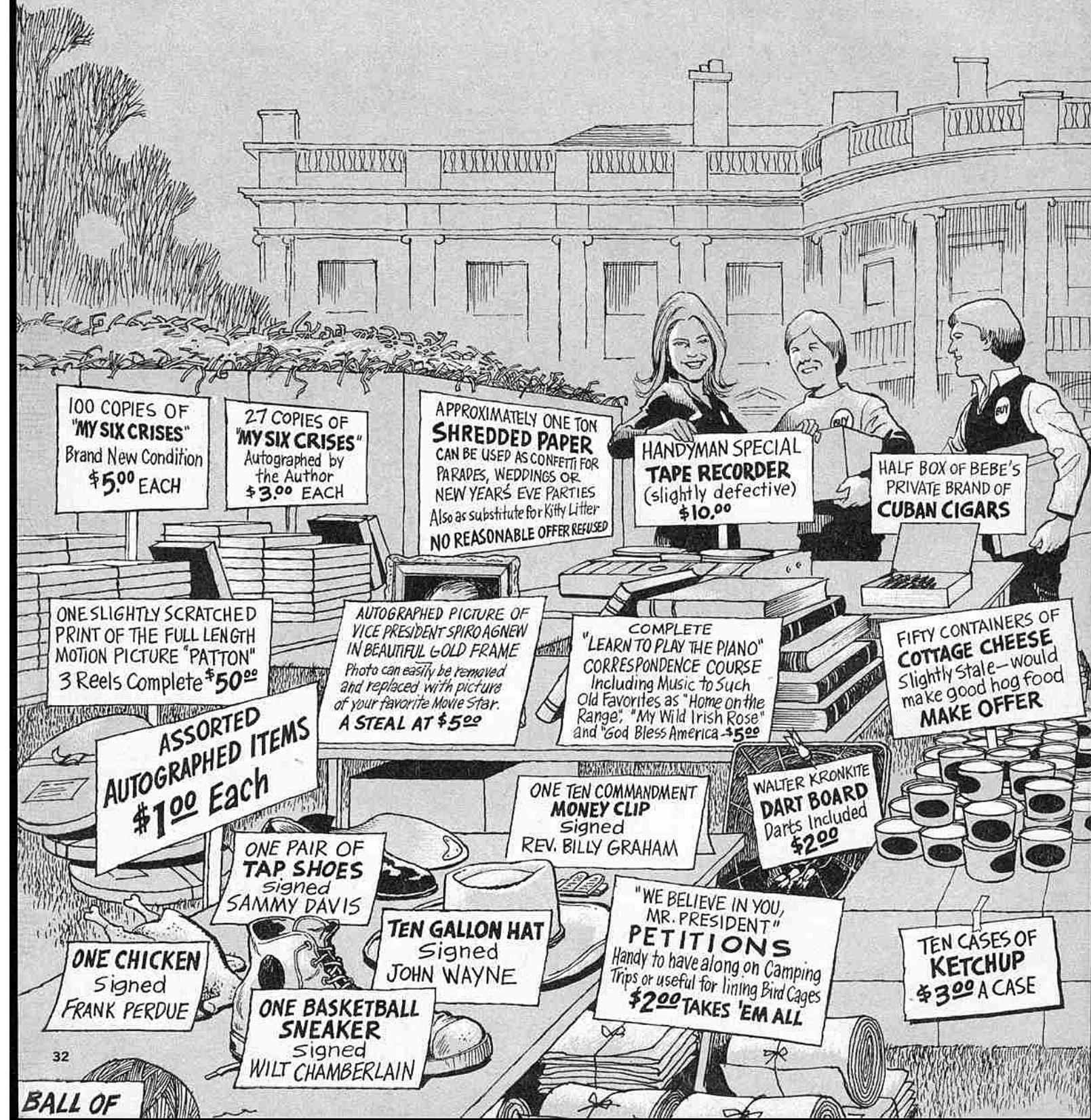


MAKING ROOM FOR THE FORD DEPT.

Whenever people move into a house and find that the former residents left a pile of unwanted junk behind, they get rid of the stuff (and make a few bucks at the same time) by holding a "Garage Sale". And so, since we all

# A WHITE HOUSE

ARTIST: BOB CLARKE



know of a family that moved into a certain house recently, and since we all know that there must have been lots of interesting things left behind by the former residents who left rather hastily, we're looking forward to . . .

# "GARAGE SALE"

WRITER: LOU SILVERSTONE



**FLIP/FLOPS DEPT.**

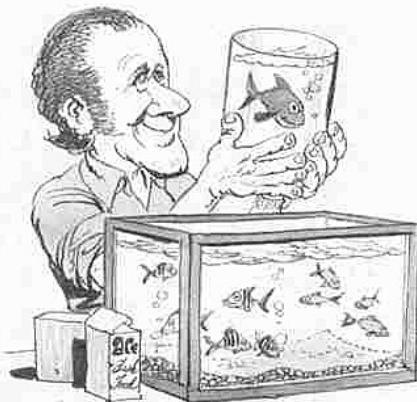
Life, as everyone knows, is full of **GOOD NEWS** and **BAD NEWS**. Sometimes the **GOOD NEWS** turns

into **BAD NEWS**. Sometimes the **BAD NEWS** turns into **GOOD NEWS**. And sometimes the **GOOD NEWS**,

# THE MAD "GOOD NEWS"

ARTIST: GEORGE WOODBRIDGE

**GOOD NEWS** is being given a new, rare tropical fish for your tank.



**BAD NEWS** is discovering that its favorite food is other tropical fish.



**GOOD NEWS** is finding out that you and your date share many common interests.



**GOOD NEWS** is asking for a cuddly Teddy Bear for your birthday, and getting it.



**BAD NEWS** is that you're turning 18.



**GOOD NEWS** is sliding into second base, and being called "Safe!"



**GOOD NEWS** is being thrown a surprise party by your wife.



**BAD NEWS** is figuring out that you're the one who still has to pay for it.



**GOOD NEWS** is going through an entire winter without once getting sick.



which was the **BAD NEWS**, turns into **BAD NEWS** again. And sometimes . . . well, you get the idea.

This ends the introduction, which is **GOOD NEWS**, and brings us to the following article, which is

# -BAD NEWS" BOOK

WRITER: FRANK JACOBS

**BAD NEWS** is discovering that one of your common interests is girls.



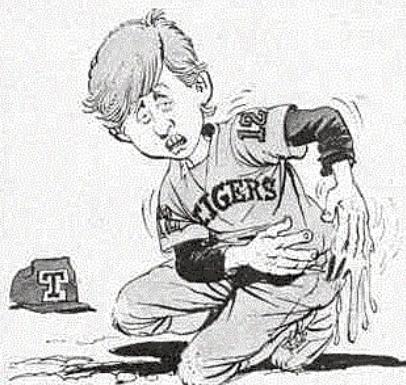
**GOOD NEWS** is conscientiously dieting to lose forty pounds.



**BAD NEWS** is succeeding . . . but in all the wrong places.



**BAD NEWS** is remembering you had six live caterpillars in your back pocket.



**BAD NEWS** is finding out there's no Santa Claus.



**GOOD NEWS** is realizing that it doesn't make any difference.



**BAD NEWS** is you're a hypochondriac.



**BAD NEWS** is finding out your Dad is an Accountant.



**GOOD NEWS** is finding out your Dad is Joe Namath's Accountant.



**BAD NEWS** is coming home at night and discovering you've been burglarized.



**GOOD NEWS** is calculating that your Insurance will cover the entire loss.



**BAD NEWS** is finding the unmailed premium in your jacket pocket.



**BAD NEWS** is going out with a female friend and being spotted by your Wife.



**GOOD NEWS** is discovering that she's out with a male friend.



**BAD NEWS** is noting she's having a much better time than you are.



**BAD NEWS** is being sent to bed without any dinner.



**GOOD NEWS** is finding out that dinner is a broccoli and eggplant casserole.



**BAD NEWS** is your Mother worried about you getting hungry . . . and sneaking a plate up to your room.



**GOOD NEWS** is getting **GOOD NEWS**.



**BAD NEWS** is getting more **GOOD NEWS** . . . which bothers you because you know you're now due for **BAD NEWS**.



**GOOD NEWS** is finally getting **BAD NEWS** . . . which relieves your mind because you know you're again due for **GOOD NEWS**.



**BAD NEWS** is a building going up on your favorite vacant lot.



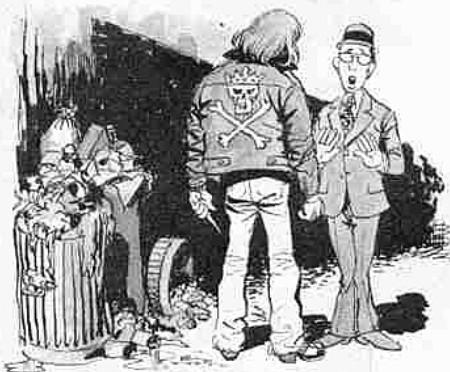
**GOOD NEWS** is finding out it's going to be an Ice Cream Parlor.



**BAD NEWS** is discovering the place has a fancy name and charges 75¢ a scoop.



**BAD NEWS** is meeting up with a mugger.



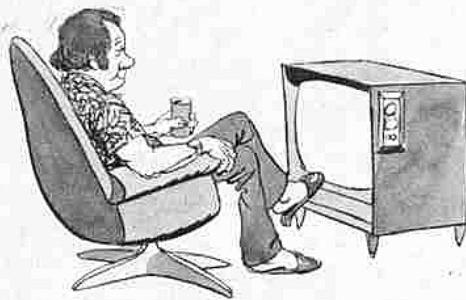
**GOOD NEWS** is finding you've only got three dollars in your pocket.



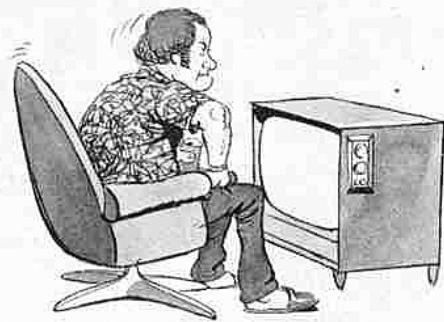
**BAD NEWS** is discovering that three dollars is a big insult to a mugger.



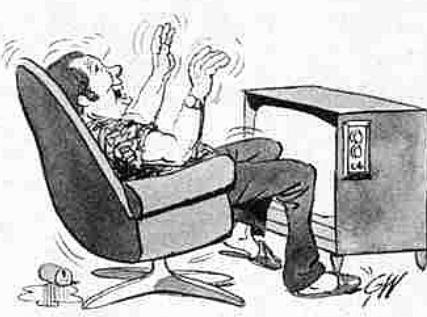
**GOOD NEWS** is settling down at your TV set to watch your favorite comedy.



**BAD NEWS** is finding it's pre-empted by Ford explaining his economic policies.



**GOOD NEWS** is discovering that you're getting twice the laughs.



**BAD NEWS** is continuing to get **BAD NEWS** instead of the **GOOD NEWS** you felt you were due after the **BAD NEWS**.

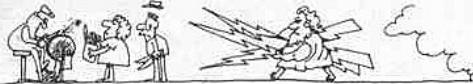


**GOOD NEWS** is continuing to still get **BAD NEWS**, which is **GOOD NEWS** because you know you're now really due for some **GOOD NEWS**.



**BAD NEWS** is trusting in cycles.





MANY HAPPY RETURNS DEPT.

# IT ALMOST RESTORES

ARTIST: JACK RICKARD

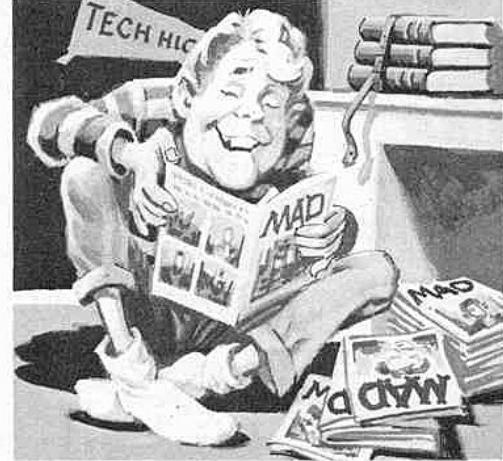
## IT ALMOST RESTORES YOUR FAITH WHEN ...



... a Hippie hits you up for bus fare



... and you actually see him on the bus!



... you neglect to study for an exam

## IT ALMOST RESTORES YOUR FAITH WHEN ...



... you're called down to the Internal Revenue Service for an income tax audit



... and they discover that you've got a refund coming!



JACK RICKARD  
... your car breaks down, and you're stranded in the middle of nowhere

## IT ALMOST RESTORES YOUR FAITH WHEN ...



38 You go on a date with the biggest make-out girl on Campus, and you don't even score



... and then you find out she gave a social disease to six guys who DID!



... you're involved in a terrible auto accident with a drunken driver



# YOUR FAITH WHEN...

WRITE: LOU SILVERSTONE

## YOUR FAITH WHEN ...



NO TEST  
TODAY  
TEACHER  
ABSENT

... and the teacher fails to show up!

## IT ALMOST RESTORES YOUR FAITH WHEN ...



Narcs hit your dorm in a surprise bust



... and all they find is cigarettes!

## YOUR FAITH WHEN ...



... and there's a pay phone nearby  
that's actually in good working order!

## IT ALMOST RESTORES YOUR FAITH WHEN ...



... some pickpocket  
rips off your wallet



... and then mails it back to you with the  
money gone, but your vital papers intact!

## YOUR FAITH WHEN ...



... and the only person who's  
injured is the drunken driver!

## IT ALMOST RESTORES YOUR FAITH WHEN ...

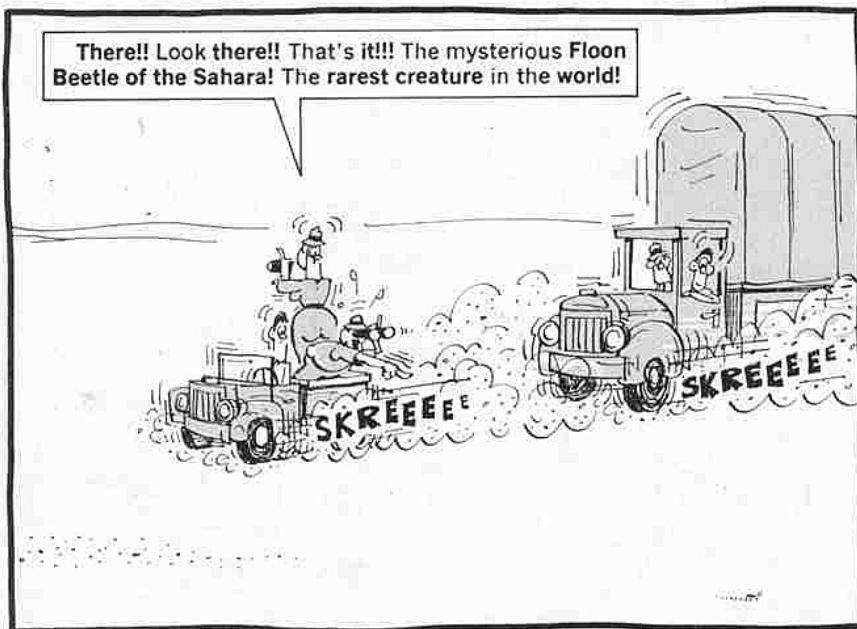
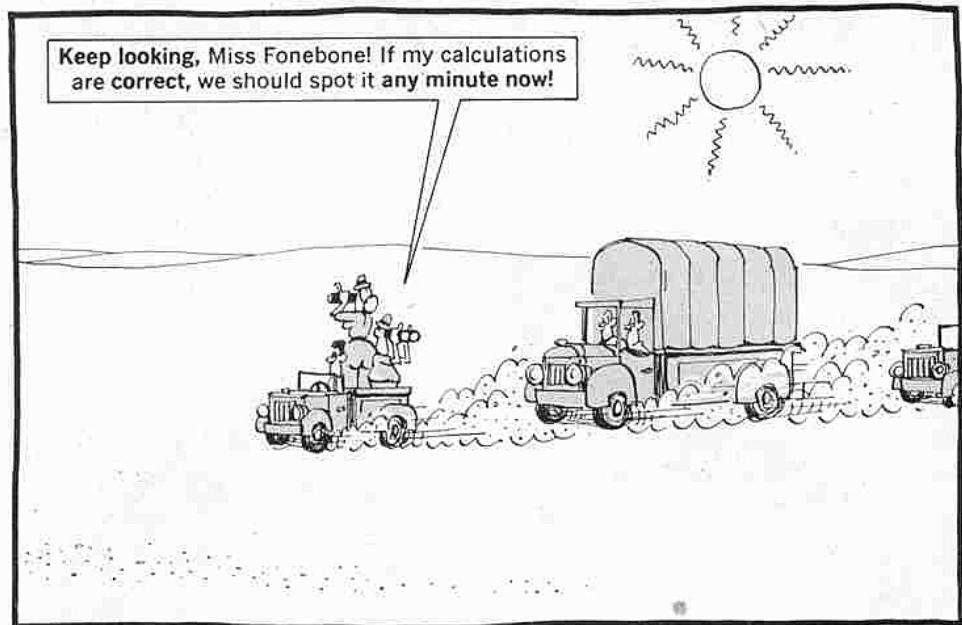


... the candidate you worked so hard  
for is badly beaten in the election



... and then it's discovered that the man who  
beat him is involved in an election scandal!

# PROFESSOR BLEENT AND THE FLOON BEETLE EXPEDITION





Dozens of the words we use today come from the names of real people. For instance, "sandwich" is named after the Earl of Sandwich, "bloomer" after Amelia Bloomer, and "zeppelin" after Count Ferdinand von Zeppelin. You never know when someone's name is going to become part of our language and get in the dictionary, but there are a lot of celebrities today who have a good chance. In fact, MAD believes it's time that Noah Webster immortalized these current-day big-shots, namely with these...

# ADDITIONS TO THE DICTIONARY

WRITER: FRANK JACOBS

516

welk

## abzug

**abzug** ('ab-zug) *n.* : a violent eruption, such as from a volcano. (*Run for your lives or the abzug will get us!*)

**agnew** ('ag-nū) *v.i.* : to turn out differently than expected; to boomerang. (*The ball agnewed and hit him in the face.*)

**ali** ('äl-'ē) *adj.* : made of clay.

**brando** ('bran-dō) *v.i.* : to speak incoherently; to mumble. (*Who can understand him, the way he brandos?*)

**'buckley** ('buk-lē) *v.i.* : to make a succession of right turns until one returns to his original position.

**²buckley** *adj.* : intellectual to the point of being incomprehensible.

**carson** ('kar-sun) *n.* : a glib huckster.

*syn.* griffin, cavett, bishop (*obs.*).

**chiang** (che-äng) *n.* : a small, broken

fragment of antique china.

**'cosell** (kō-'sel) *v.i.* : to infuriate an audience by speaking in a tiresome manner. (*He coselled until twelve million viewers turned off their sets in disgust.*)

**²cosell** *n.* : an inflammation of the mouth. ("I thought it might be strep, but it's only a cosell," the doctor said.)

**eagleton** ('ē-gul-tun) *n.* : anything supported one thousand per cent.

**faisal** ('fī-zul) *n.* : an energy crisis. (*We can't turn on the lights, baby, because of the faisal.*)

**fischer** ('fish-ur) *n.* : a victory without a winner.

**'fonda** ('fon-duh) *n.* : a parent bewildered by the generation gap.

**²fonda** *v.i.* : to take a wild ride, esp. on a motorcycle.

**³fonda** *n.* **1:** a peace chant intoned by North Vietnamese in times of

war. **2:** a war chant intoned by North Vietnamese in times of peace.

**friedan** (fri-'dan) *adj.* : unresponsive to the needs of man. (*His marriage, alas, was friedan and doomed.*)

**getty** ('get-ē) see **onassis**.

**hughes** (huz) *n?* *adj?* meaning obscure.

**humphrey** ('hum-frē) *v.i.* : to speak in a single breath a sentence of more than fifty words covering six or more topics. (*He humphreyed, but, as usual, no one listened.*)

**irving** ('ir-ving) *n.* **1:** a tall tale. **2:** a cliff-hanger.

**kunstler** ('kunst-lur) *n.* : a mouth-piece for blowing one's horn.

**leary** ('li-u-rē) *n.* : an unidentifiable flying object. (*It's a leary," the navigator said, "and it's gaining on us.*")

**lindsay** ('lin-zē) *v.i.* : to party-hop.

**liz** (liz) *adj.* : split; severed; disconnected.

**lovelace** ('luv-lās) *n.* a union of two or more people; an unlimited partnership.

**mao** (mào) *n.* a Chinese staple, usually consumed with rice. (*An hour after having our mao, we were hungry again.*)

**'neuman** ('nū-mun) *n.* : an expected disaster.

**²neuman** *adj.* : nothing. (*It was a neuman year.*)

**³neuman** *v.i.* to worry. (*What? Me neuman?*)

**nixon** ('nik-sun) *n.* **1:** a busted football play. **2:** an illness lasting six years. ("*You must let the nixon run its course," the doctor said.*)

**onassis** (ō-'nas-is) *n.* : an ancient unit of wealth, five of which equal one getty.

**plimpton** ('plimp-tun) *v.t.* : to imitate poorly something done expertly. (*I thought he was action, but all he could do was plimpton.*)

**puzo** ('pū-zō) *n.* an offer impossible to refuse. (*The shotgun in his face told him it was a puzo.*)

**rainier** (ran-yā) *adj.* : ruling with grace.

**redgrave** ('red-grāv) *n.* : any species of English bird exhibiting peculiar mating habits.

**riggs** (rigs) *n.* **1:** a female impersonator. **2:** an old pretender to the throne of a king. (*The court bowed to the riggs, but the king did not.*)

**roth** (rōth) *n.* : a four-letter word.

**sadat** (sā-'dāt) *n.* : a hot wind of the desert, which blows hard but goes nowhere. (*Get back on your camels; it's only a sadat.*)

**schulz** (shulz) *adj.* : describing someone who works for peanuts.

**spitz** (spits) *v.i.* : to worship one's self. (*While others prayed to God, he spitzed.*)

**spock** (spok) *interj.* : the cry of a spoiled child. (*One more spock and you can say bye-bye to "Sesame Street."*)

**susskind** ('sus-ķind) *n.* : a liberal dose difficult to swallow.

**tim** (tim) *n.* **1:** a male camp follower.

**2:** a female camp follower.

**unitas** (ü-'nit-us) *n.* : a colt put out to pasture.

**wayne** (wān) *adj.* : saddle-sore.

**welch** (welch) *n.* : a well-stocked chest. (*Her welch would sustain her through the winter.*)

**welk** (welk) *adj.* : rockless. (*Everywhere we looked it was welk and flat.*)

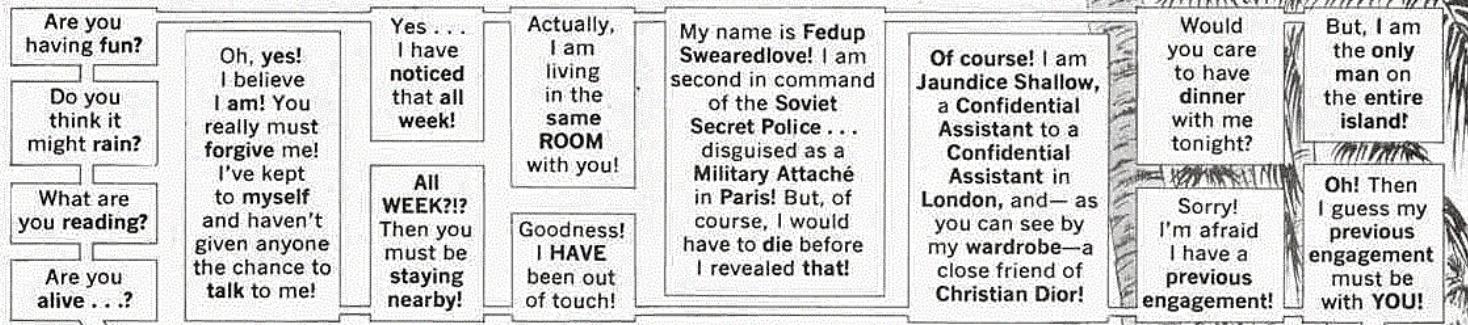
BULLSHEVIK DEPT.

Here we go with another MAD Movie Satire. This recent picture is all about the problems that a British subject and a Russian subject have when they fall in love! Which is why we call it



# THE TOM

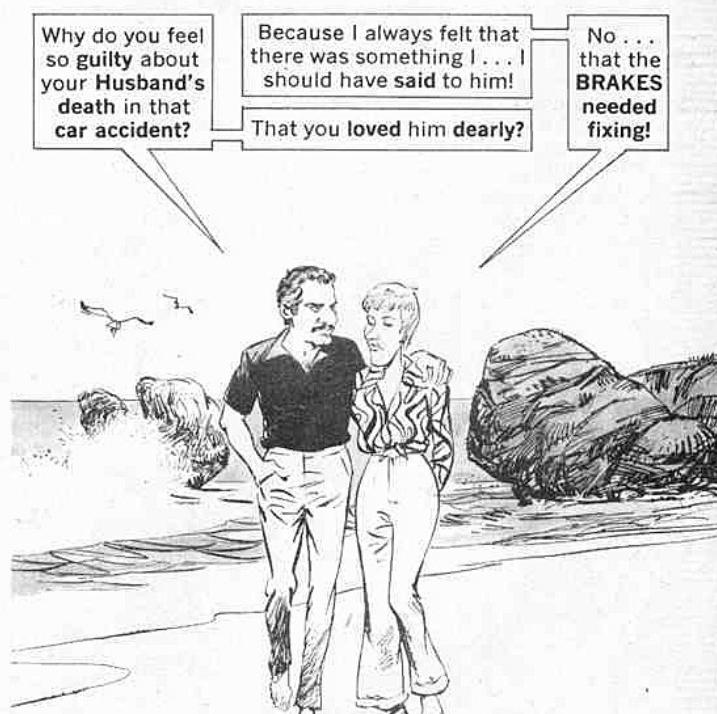
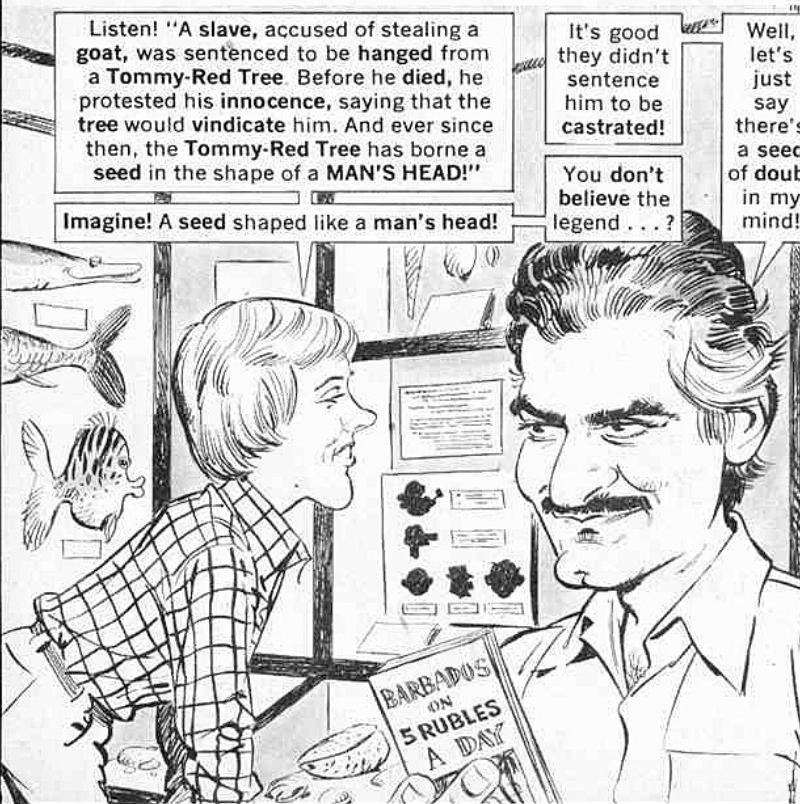
ARTIST: ANGELO TORRES





# MY-RED SEED

WRITER: DICK DE BARTOLO



Then, after my Husband died, I had an affair with the Senior Air Attaché, Wretched Pitterpat, and I felt even more guilty!

But that is ridiculous! There are many women who have affairs after their Husbands die!

Ten minutes after???



I hear you're running a security check on a chick!

Who told you about that chick check?

None of your stinking business! And I wouldn't go poking around, either, lest you make waves and someone discovers your little secret . . . that you're QUEER!!

QUEER?!? I've been married to you for 15 years . . . and I've never slept with anyone else!!

Well . . . considering how REPULSIVE I am, wouldn't you call that "QUEER"?



Will we see each other again?

Of course! Does that mean you are starting to like me?

No . . . it means, I still have ten more Dior gowns to wear!

Open this after you are on the plane!

No . . . it is the key to my apartment! This proves I trust you!

Is it a love letter?

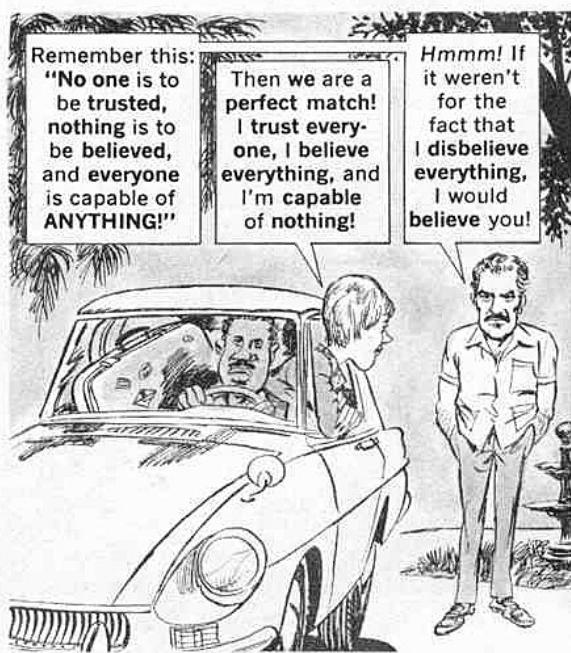
Okay! What's the address?

Sorry! But THAT I cannot trust you with!

Remember this: "No one is to be trusted, nothing is to be believed, and everyone is capable of ANYTHING!"

Then we are a perfect match! I trust everyone, I believe everything, and I'm capable of nothing!

Hmmm! If it weren't for the fact that I disbelieve everything, I would believe you!



Well, I'll be! It's not a key at all! It's a seed in the shape of a man's head! Then the Tommy-Red Tree really does exist!!

Yeah? How come it's melting in your hand?

Why, that big sneaky Russian so-and-so! He carved an M & M!!



Good evening, Miss Shallow!!

Uh-uh!! Remember Mary Poppins!!

I won't beat around the bush! You were seeing a Russian with great regularity in Barbados, Miss Shallow! I demand to know what your position was with him!

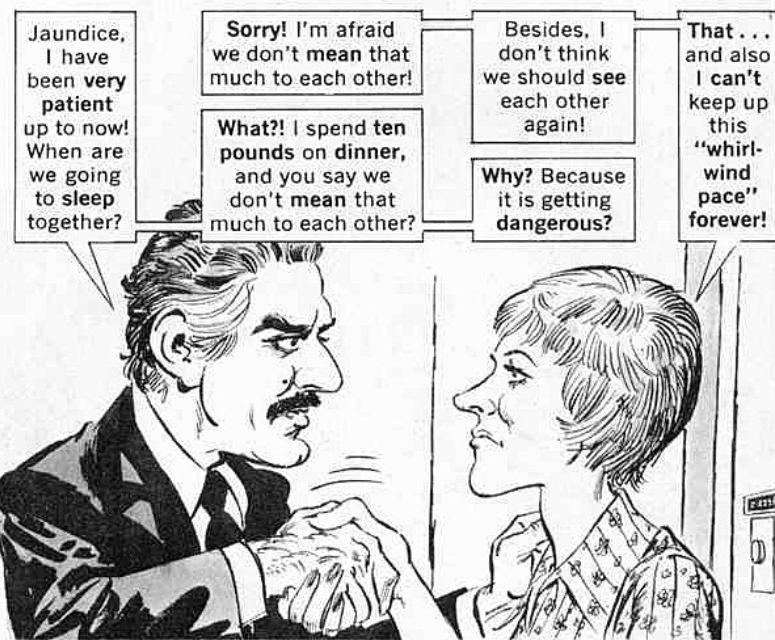
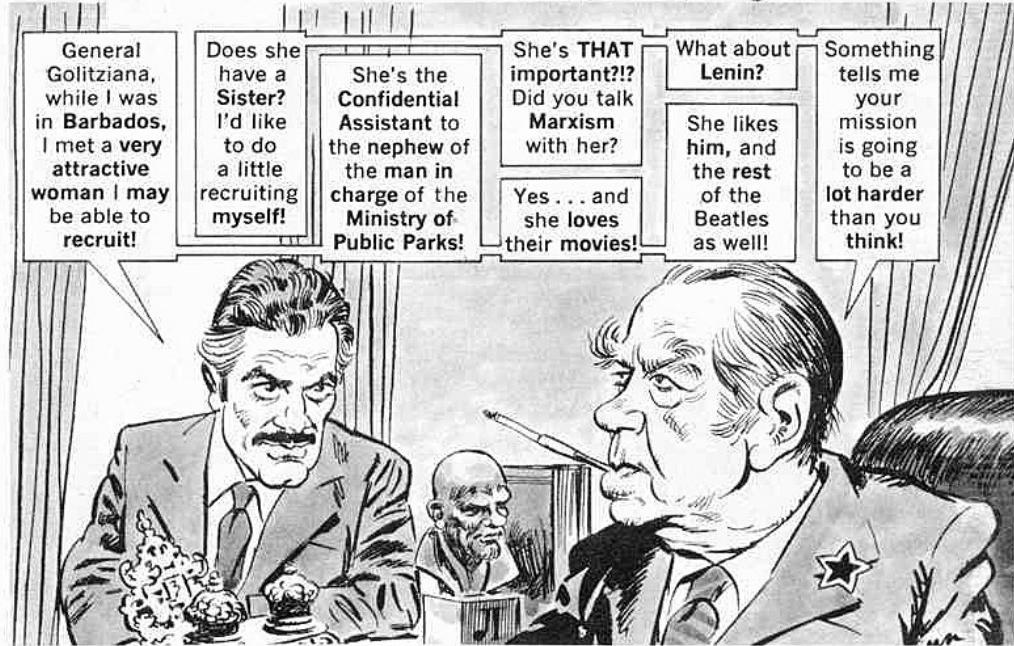
I should get MY mind out of the gutter?!

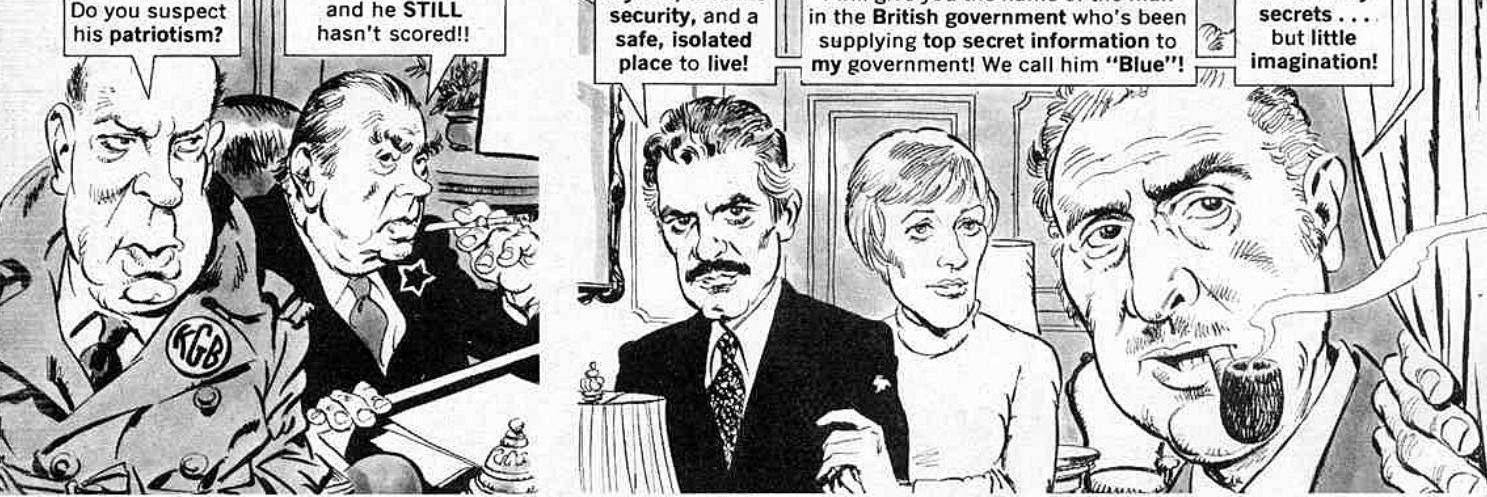
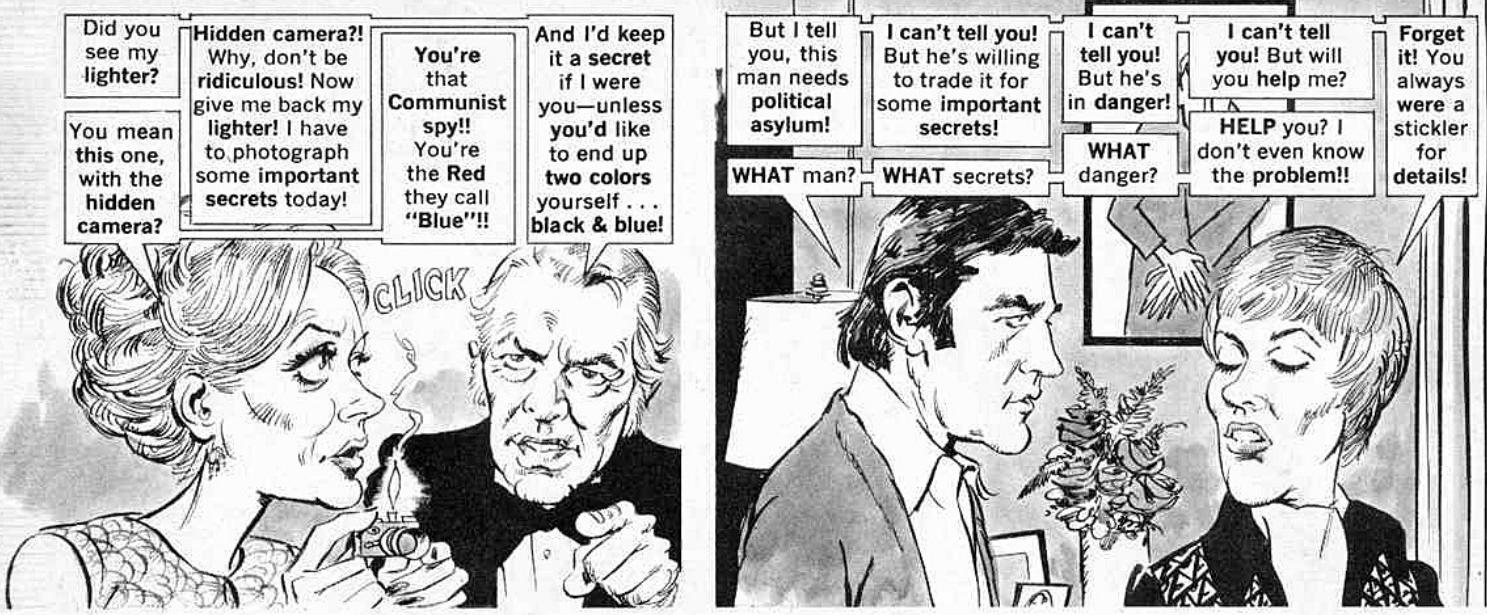
What the! You scared the sh—

Scared the SHIVERS out of me!

Vertical the entire time . . . and get your mind out of the gutter!







Okay, agreed! Now, two men followed you here! It would be bad if they saw us leave together!

Listen, I've worked out a wild, crazy scheme . . . but it just might work! You two go out the door first, and turn left . . . and then I'll go out the door a few minutes later, and turn right!

What are we going to do?

That's a wild, crazy scheme??

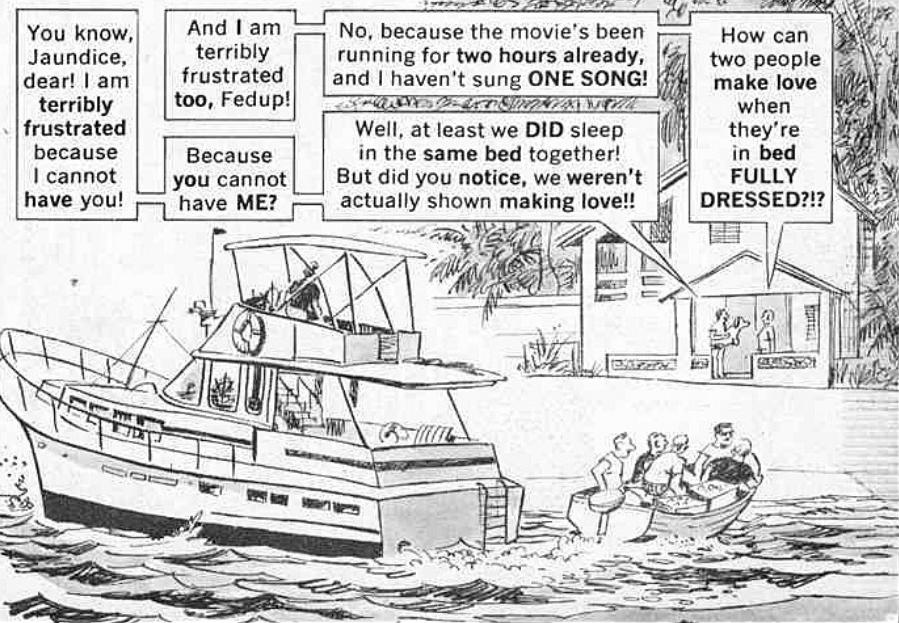
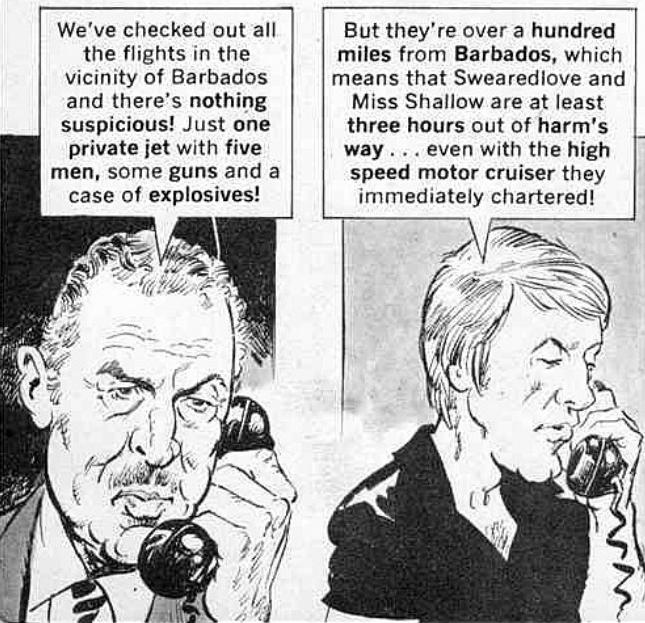
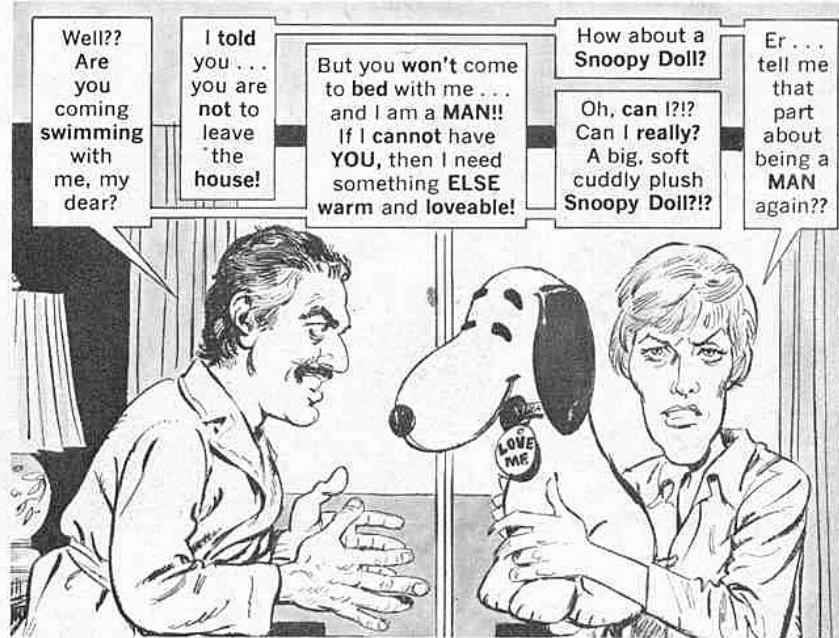
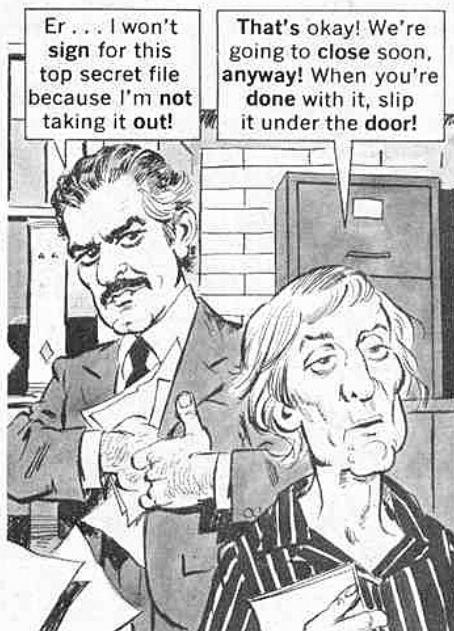
In this film, yes!

General, I must take the Shallow woman back to Barbados again! I feel she is almost ready to come over to my side!!

I thought you already went to bed with her!

I did! But so far, she hasn't come over to my side!

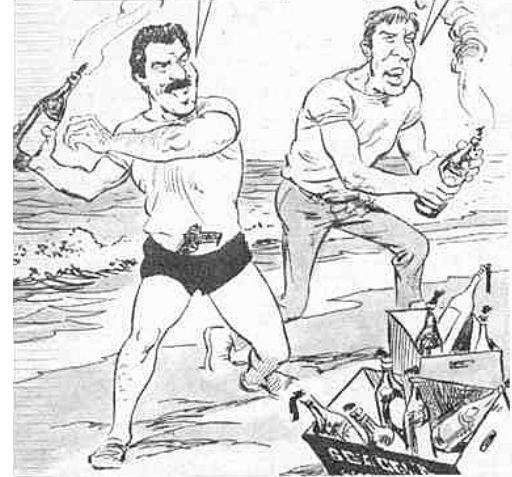




Hey, you lovers in there! We've got something for you! Cocktails for two!

Yeah . . . Molotov Cocktails for two!!

They must be AMERICAN tourists! They're always so rowdy!



Listen to this: "A Russian tourist and a British girl were trapped in a Barbados bungalow yesterday when it was gutted by fire following several huge explosions and scattered shots and gunfire. Police blame the fire on a defective toaster plug."

Now the big question is: Did the file burn too . . . because if it didn't, Blue has a black mark on his white record!

. . . And if Maggot doesn't shut her mouth, she's going to see her red blood all over the green carpet!

Where can I find Jaundice Shallow?

Why . . . she's over there . . . signing autographs!

I've come to give you this, Jaundice! It's a note! Open it!

It—it's a Tommy-Red Seed! But, where did you get this . . . ?

Yes . . . Fedup is not dead! After this, his ACTING CAREER may be dead, but he's ALIVE!



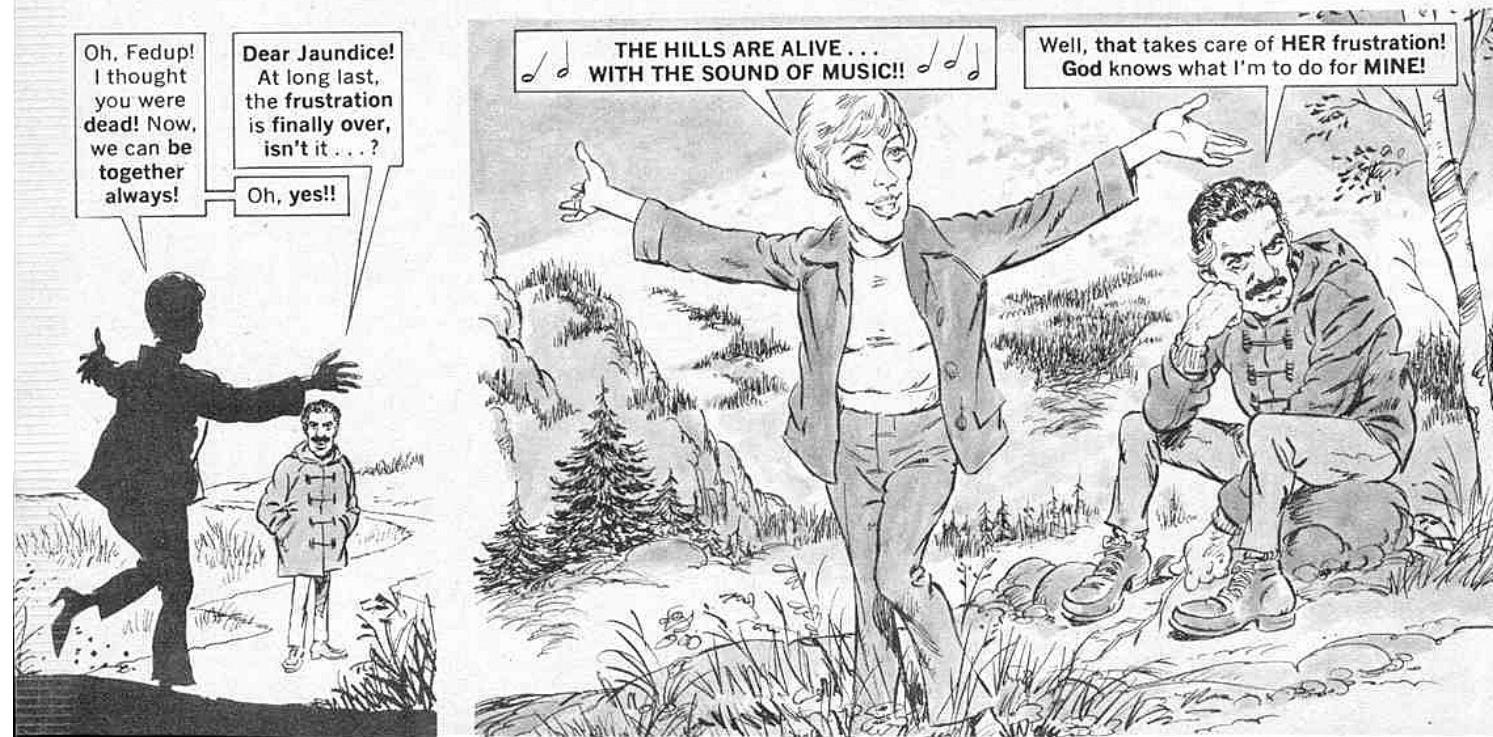
Oh, Fedup! I thought you were dead! Now, we can be together always!

Dear Jaundice! At long last, the frustration is finally over, isn't it . . . ?

Oh, yes!!

THE HILLS ARE ALIVE . . . WITH THE SOUND OF MUSIC!!

Well, that takes care of HER frustration! God knows what I'm to do for MINE!



**WHAT SPECIAL-  
INTEREST GROUP  
IS BENEFITING  
MOST FROM  
OUR JAMMED  
COURTS?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN****

Despite the fact that courts all over the country are operating under the pressure of long waiting-lists, there is one special-interest group which is actually profiting from this overcrowded situation. To find out which group, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

THE NATION'S JAMMED COURT CALENDARS HAVE THE  
TENDENCY TO SUBVERT JUSTICE. THIS CAN SPELL FINIS  
INDUBITABLY TO OUR CHERISHED DUE PROCESS SOPHISTRY

A►

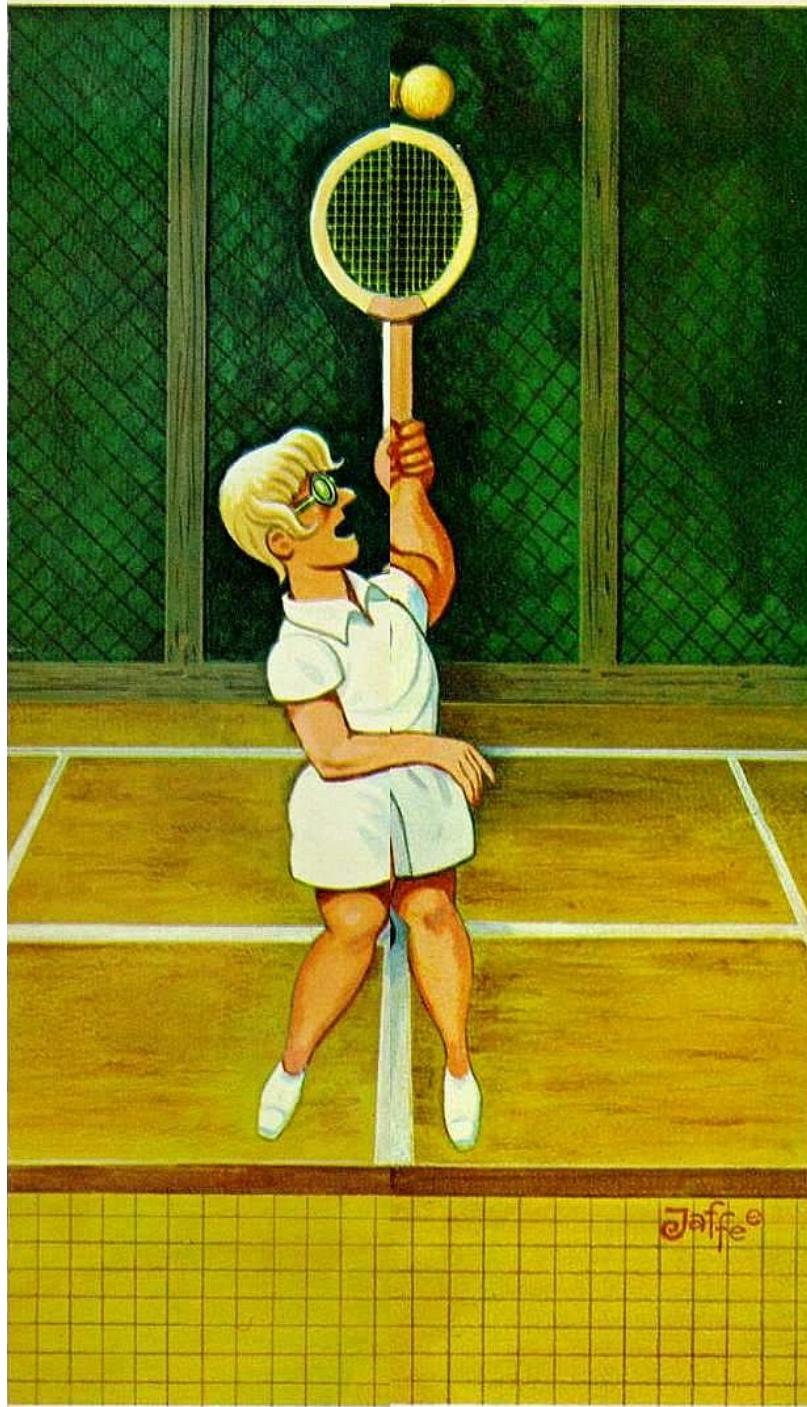
◀B

**WHAT SPECIAL-  
INTEREST GROUP  
IS BENEFITING  
MOST FROM  
OUR JAMMED  
COURTS?**



FOLD PAGE OVER LIKE THIS!

**A ► ◀ B** FOLD BACK SO "A" MEETS "B"



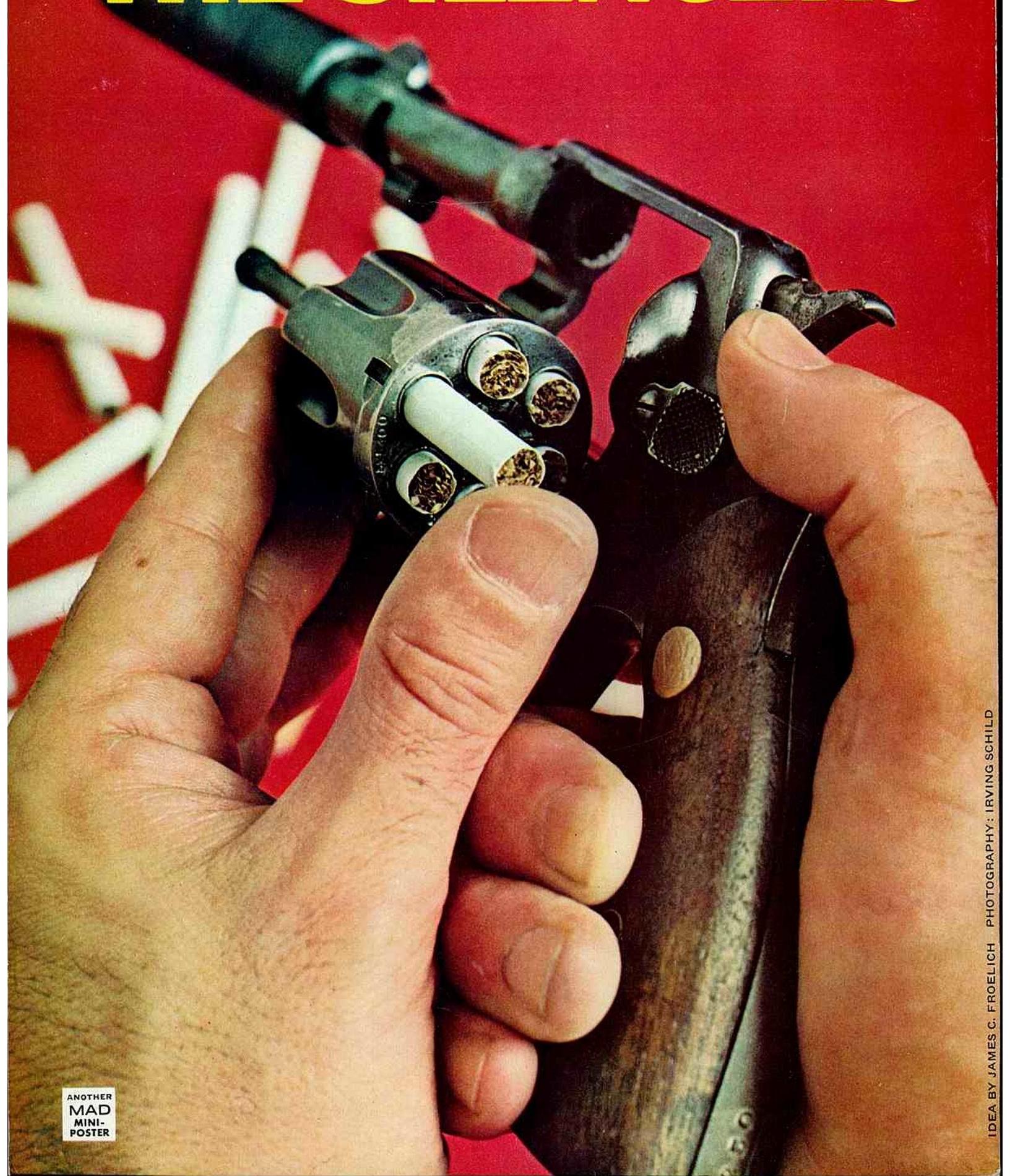
JAFFEE

ARTIST & WRITER:  
AL JAFFEE

**THE  
TENNIS  
INDUSTRY**

**A ► ◀ B**

# THE SILENCERS



ANOTHER  
MAD  
MINI-  
POSTER

IDEA BY JAMES C. FROELICH PHOTOGRAPHY: IRVING SCHILD